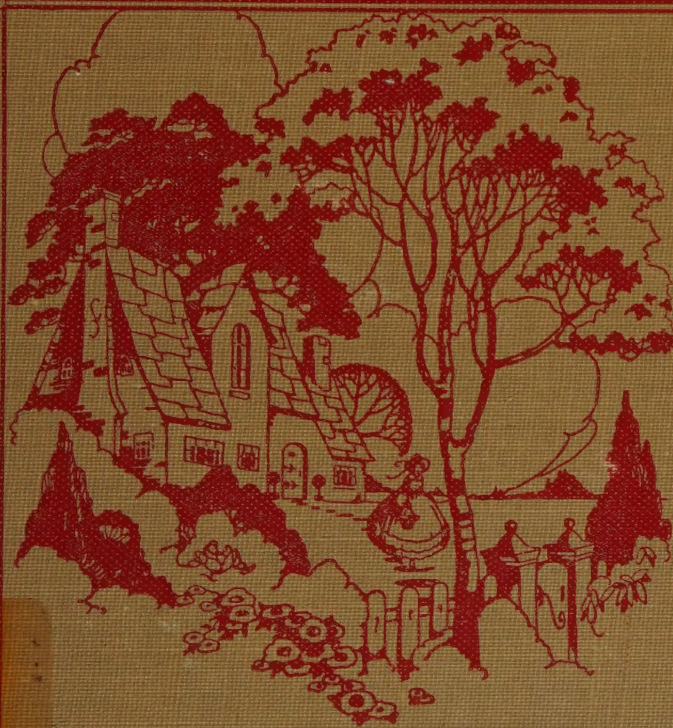




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The ROMANCE of GREETING CARDS



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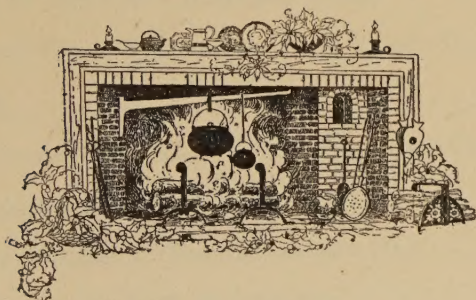


THE FIRST CHRISTMAS CARD

Designed by J. C. Horsley, R.A., for Sir Henry Cole, London, 1846

The ROMANCE of GREETING CARDS

¶ An Historical Account of the Origin, Evolution, and Development of the Christmas Card, Valentine, and Other Forms of Engraved or Printed Greetings from the Earliest Days to the Present Time. *By* ERNEST DUDLEY CHASE, with an Introduction by Harry W. Brown. Cover Design by Marjorie Wallingford and Hand Lettering by William P. Havican.



¶ Printed at Cambridge, Mass., by the University Press,
for ERNEST DUDLEY CHASE, *Boston, Mass.* 1926.

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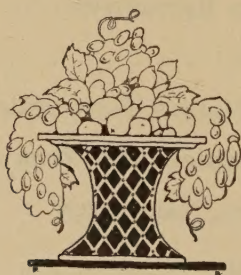
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The Industry and the Writer are Introduced



THE history of the birth and growth of an industry is primarily the assembled biographies of a few individuals blended into a complete picture by some writer of imagination and vision and thus preserved as a lasting panorama which, at our pleasure, we may have move before us for our entertainment or instruction.

To one who, so to speak, has sat on the sidelines a greater part of the time during the development of the second or modern period in the Greeting Card Industry, the movement of this picture as it has now been completed and presented by the author is most interesting. I came into intimate contact with this interesting development early in 1914, just at the time when the flower was coming into full blossom. Since then, as a rather successful retailer of greeting cards and allied lines, I have had the pleasure of knowing intimately, in both a personal and a business way, nearly all the leading figures who have thrown their hopes, imaginations and dreams into the great caldron from which today we are lifting out a completed industry of major proportions—an industry, or rather a great industrialized art that, during the past fifteen years, has had as great an influence on the development of the spirit of our times as any other modern human effort, subtle and quiet though it may have been in its development and growth.

Among the great new, modern industries, such as the aeroplane, automobile, moving picture and radio business, card publishing has grown up like the gradual swell of a new and beautiful music—a music of man's great love for man. It has perfected and scientifically organized the creation and distribution of a method whereby the great and the humble, the rich and the poor, the talented and

THE ROMANCE OF GREETING CARDS

the illiterate, the toiler and the man of leisure, can express in words, as though chosen from their own hearts, the great love all men have within them for their fellow men.

Perhaps it may not be amiss to say that these men of dreams and visions who, through this decade and a half, have laid stone by stone the foundation and the solid walls of this great industry, have, through their labors, which have been performed almost unnoticed by the average workaday American, done as much as any other group of men to bind more closely together the human, surging, throbbing mass of the great American public. What other force, may I ask, having no creed or policy, being neither religious nor political, could bring together season after season, year in and year out, the overwhelming majority of this great public in order that it might read, select, sign and post a billion little paper tokens of love and remembrance to a billion friends and loved ones scattered over the four far-flung corners of the earth?

Pass along before me, you toilers and builders of a new art! I can vision your sleepless nights and endless days of worry and uncertainty as to the permanency of your work. I, too, can see your years of toil crumble into dust only to see you stoop and build it all up again until it could not fail. Pass on across the stage, Bert Davis, Fred and Don Rust and George Buzza. Toil on, Ernest Chase, for in this work there is no failure or defeat and you are molding into merchantable form the desire of a great people to buy a conveyance for their human love one for another. Come now, Arthur Little and Paul Volland, your task lies here where men are called to do battle, the battle of infinite faith and courage, the conquest of infinite detail! Fill up these ranks, you Gibson boys, for the works of your father must carry on!

The field is clear. The conflict has been won by you of valiant faith, and we who have seen your work rejoice to view the structure you have so soundly builded and, in our poor and simple little way, visioning the mighty human forces you have struggled with, consciously or unconsciously, stand here at attention and salute you all, for you have been men of great genius and great faith; you have done a great work and performed a great service. You have built a new thing and created a new art from an age-old motive. You have molded a conveyance for the expression of human love and human sympathy into a thing that all men can use and in so doing you have

INDUSTRY AND THE WRITER ARE INTRODUCED

laid another well-hewn granite stone on the great superstructure of human progress.

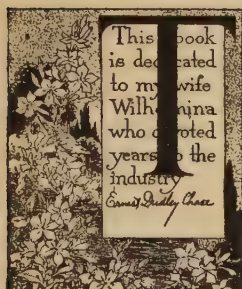
Though I may be doing something contrary to the wishes of the author because of his extreme modesty, I cannot in justice lay down my pen in completing this simple little foreword without inscribing here a word of lasting tribute to the great contribution made to this industry as a whole by a man dearly beloved by everyone, who has, during the past fifteen years, contributed his sincere efforts to the upbuilding of this New Craft. Go back with me about fifteen years to old Ashburton Place in Boston, for we are going to stop a moment to pay a passing visit to a little studio apartment where lives and works an artist who is a dreamer of great dreams—a man of small means but of great energy and boundless vision. This is the modest little workshop of “Ernest Dudley Chase, Publisher of Greeting Cards, Boston, Mass.”

From this small beginning grew a most interesting business, which spread its product of beautifully designed and carefully written cards of greeting into every store and shop of any moment in this country—a business which ultimately consolidated with others of a similar scope, sweeping its founder on to a larger and broader field. But all down through the fifteen years the spirit of Ernest Chase has carried on its crusade of boundless faith and tireless energy, spurring the discouraged to new efforts, urging greater publicity in national advertising, until at last his battle has been won and his rare vision sanctified in realization.

Permit me, dear author, to attach this little part to my simple word of introduction to your interesting story now to follow. We have pushed you out here to the stage front against your will rather than let you slip back behind the shifting scenery unnoticed, as would be your choice. Your labor has been one of love and patient plodding, but what a monument you have builded for yourself deep down in the hearts of all of us who know you and love you so dearly!

HARRY W. BROWN.

Why this Book was Written



THE purpose of this endeavor is to place on file a record of the Greeting Card from its earliest inception up to the present day. Search as I might, I have found no work, no books of any kind, with the exception of a special edition of the *International Studio* published in London in 1894 on "Christmas Cards and their Chief Designers," covering any sort of history of the subject. Certain of the facts herein contained were gleaned from that publication and the rest is the result of research and coöperation on the part of present-day publishers and dealers.

Like most other commodities which have their being because of their novel character, the Greeting Card will take on new dress, new style and new features as years come and go. What is stylish today may be obsolete tomorrow, but future generations cannot change past history and attainments; they must stand for what they were and what they accomplished.

If my endeavors in compiling the information contained in this book help to bring the Greeting Card somewhere near its proper level of importance, I shall have accomplished my purpose.

I must sound a note of warning concerning the copying or making any use whatsoever of the sentiments used in the various cards described in this book. They are the property of individual publishers who have been kind enough to permit their use here for the benefit of all. You are requested to respect this confidence.

ERNEST DUDLEY CHASE.

BOSTON, MASS., July 26, 1926.

THE ROMANCE OF GREETING CARDS

The Background



YOU ask, "What can be said or written about greeting cards? Aren't they just pieces of cardboard on which pretty pictures and designs are printed or engraved with a message of greeting?"

I answer, "Yes, they are that and more, much more. They are, if nothing else, the expressions, the personalities, transferred to paper, of their designers and makers, if not their senders.

Cardboard, yes, but there is romance, poetry, art, love, friendship and happiness stamped indelibly into the greeting card. Who can measure the joy spread throughout the world by the insignificant greeting card? Who can estimate the ties of friendship that have bridged all distances in the last half century through the medium of greeting cards?

Countless almost as the sands of the sea are the messages borne on their surfaces and I firmly believe they are creating more good will and keeping alive the friendly spirit in more hearts than any other agency, with the exception of the Church.

This may be a broad statement, but it is made after years of intensive work in the industry and after mature meditation and thought. The men and women who have given and are still giving the best that is in them, both in a small and large way, to the publishing of greeting cards, are doing it mainly because of a love for the work and a sincere desire to furnish the public what it wants, both in design and sentiment.

But let us theorize as we go along; let us consider every possible angle of the subject. There certainly is much of interest in connection with the history of greeting cards and in the present condition of their publication.

Who can tell who originated the idea of sending a word of greeting? If it were possible to go back to that far-away age when the cave-man roamed the earth and when there was no written word and probably little spoken word, we would doubtless find that greetings of

THE ROMANCE OF GREETING CARDS

friendship or symbols of a desire to be friendly were sent or carried from one to another in the form of a sign, a leaf from a tree, a flower, a bright feather from some beautiful jungle bird, a stone, a crystal, or any one of the thousand and one objects that might have been recognized as a token of courtesy, good cheer and friendliness.

Then later, as man began to fashion for himself implements and tools and weapons and cut and carve in a crude way, he probably, in his endeavor to imitate Nature, his only instructor, scratched signs in pieces of stone and on the bark of trees. With little imagination, we can see him leaving near some crude hut or cave entrance a sample of his workmanship bearing a sign of amity. Thus undoubtedly, as ages went by and love rather than might ruled his heart, the first valentine was fashioned.

(How things have changed, for now we stick a stamp on a prepared message, which may be bought at any price and with almost any sentiment, and entrust it to the post office to send it a mile or ten thousand, direct to the home of our sweetheart or friend or relative.)

Later on we might have seen the Egyptian hie his way to the one versed in the art of making hieroglyphics and there have his valentine or his message of friendly cheer made to order, perhaps while he waits. Papyrus had been invented and gorgeous colors were known and used. No doubt these greeting "rolls" were, therefore, things of artistic merit, for the Egyptians were artists and lovers of art. Special messengers were employed to carry and deliver the Egyptian papyrus greetings.

Across the Mediterranean lived the learned Greeks, who, it may be, sent forth their messages of greeting on scrolls, also made to order, as probably did the Jews in the Holy Land.

Then came the Christ who, although we have no record that He ever wrote a letter or a greeting, certainly has been the inspiration of more friendliness in the world than any other being or force. Paul, His disciple, was one of the greatest letter writers, if not the greatest, which the world has ever produced. You will remember how he began his letters with "Grace to you and peace." First a greeting, then his message of cheer, comfort and advice—classics every one.

Even during the Dark Ages, it is certain that letters and messages of good cheer were exchanged all over Europe; many have been the romances made beautiful and inspiring by deeds of valor wrought in the safe delivery of missives of love and friendship. Chivalry was



A KATE GREENAWAY DESIGN

Published by Marcus Ward & Co. about 1879

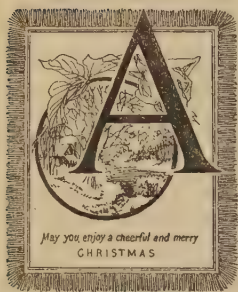
THE BACKGROUND

at its height, and where courteous knights rode forth there, in due time, followed correspondence. Thoughts were even conveyed by the dispatch of a glove, a garter, a kerchief, a knot of ribbon or other trinket. Frequently such unwritten symbols, as well as scribbled notes of endearing affection, were hurled over embattled walls of besieged castles and cities, to enter the window of some fair damsel. Sundry were the methods employed, that answers and notes and trophies might find their way over the encircled ramparts to the hands of the expectant lover.

You can readily see, therefore, that the greeting card has an historic background of invention, originality, romance and inspiration. Yet among the untold millions of the common people, how few were able to express their emotions of love and friendship! So the need for intermediaries must always have been present. Each message and greeting had to be laboriously copied by hand. Mechanical methods of reproduction were unknown. But love found a way, then as now; and as our ancestors helped to mold and fashion us, so did the past ages lay the foundation for our modern ambassadors of joy.



England Originates the Christmas Card



ABOUT the middle of the last century, English customs were such that the time was propitious for the innovation of the Holiday Greeting Card.

In the late twenties the Prince Consort had been credited with the idea of using Christmas trees and the custom was growing year by year. Charles Dickens, with his jolly writings, had done much to popularize the Yuletide and greatly increased the genuine feeling of the season.

Ornamented note paper and envelopes appeared just before the first cards and several publishers are credited with putting out excellent examples of the lithographer's art in the form of relief-decorated paper and cards and, although they bore no sentiments or mottoes, these may have been the true forerunners of the Christmas card.

During the forties, it is said that engravers' apprentices were wont to send specimens of their work to friends at Christmas time, but this may have had no bearing on the sending of the first cards, for other articles were forwarded at the holiday season. A paragraph in an English journal, published prior to 1846, states that one Thomas Shorrock of Leith was the real inventor of the Christmas card. A few years before the date of the paragraph he had issued a card on which appeared the picture of a laughing face with the motto "A Gude New Year to Ye." This may be the card referred to in another story, which tells of a workman named Daniel Aikman who engraved a copper plate in 1840 or 1841 which was later published bearing a Scotch motto.

A copy of this particular card has, however, never come to light and for want of proof we must credit the first Christmas card to Sir Henry Cole (at that time plain Mr.), who in 1846 suggested to Mr. J. C. Horsley, R.A., that he design a special form of greeting to send to friends at Christmas.

ENGLAND ORIGINATES THE CHRISTMAS CARD

Mr. Horsley acted on the suggestion and produced a drawing with a decorative trellis, on which is entwined a grapevine forming small panels at the right and left in which he showed figures representing two acts of charity, "feeding the hungry" and "clothing the naked." In a larger center panel is a picture of a merry family party, all of whom are holding wineglasses filled to the brim. Underneath are the words, "A Merry Christmas and A Happy New Year to You," and a place at the right to add the sender's signature. Above the design was the word "To" with space to fill in the name.

Jobbins of Warwick Court, Holborn, lithographed and printed it and the cards were colored by hand. Only one thousand copies were struck off and each was marked, "Published at Summerly's Home Treasury Office, 12 Old Bond Street, London." It seems that "Summerly" was Sir Henry Cole's *nom de guerre* and his friend Joseph Cundall conducted the shop in Old Bond Street where it was issued.

In 1881 Messrs. De La Rue reproduced it in the chromo-lithographic process and many copies were sold.

This first Christmas card was openly criticized by the many over-zealous friends of the temperance cause, claiming that by its design it promoted wine bibbing and was a poor example to those who might be tempted to take up the drinking habit.

It is from the hobby of collecting greeting cards that we glean most of our facts for the early history of the English Christmas card, its designers and publishers.

According to Gleason White, from whose article entitled "Christmas Cards and their Designers," published in a special edition of *The Studio* (England) in 1894, many of the facts concerning early Christmas cards were obtained, we learn that many of the publishers in existence at that time had more or less complete sets of samples, but he obtained most of his information from Mr. Jonathan King, who was then the best authority on the subject.

Mr. King's collection of cards, "contained in some 700 volumes, weighing, collectively, between six and seven tons, includes about 163,000 varieties, and although not exhaustive (as indeed might be safely affirmed of any collection of any subject), offers what is practically a completely illustrated history of the many years between 1862 and today" (1894).

Think of it—over 163,000 different designs in one collection! Mr. White further stated that in the preparation of the story he had

THE ROMANCE OF GREETING CARDS

personally looked over publishers' collections totaling over 200,000 different designs. This gives us some conception of the rapid development of the Christmas card business during its first quarter of a century. This huge number of designs did not include the great number put out by small concerns and individuals who kept no records of their early publications.

Like other great ideas and inventions, the Christmas card was at first ridiculed, as was Watt and his steam engine, Fulton and his boat, Bell and his telephone, but gradually all classes, from the King and Queen down to the dairymaid, in rural England had taken up the charming custom.

Although the "Cole card" was first published in 1846, it was not until 1862, when Charles Goodall & Sons issued a series of cards, that they began to have a general use.

Drawings costing well into the hundreds of pounds were first used as cards and then sold to magazines and picture houses for a different purpose. A collection of such paintings was sold by Foster's in 1884 for nearly two thousand pounds.

Some idea of the amounts paid for early designs may be gathered from the fact that one concern alone, in 1882, paid to artists for original drawings more than seven thousand pounds (\$35,000). Is it any wonder that the best talent of the times was available for card designs? Several artists of repute, members of the Royal Academy, were not ashamed to work for the Christmas card publishers, as well as many younger designers, scarce out of their student days, who afterwards became painters and illustrators of the first rank.

Marcus Ward & Co. in 1867 began in earnest the publishing of Christmas cards and dominated the field for many years in the better-class cards. They are said to have reached a level of decorative quality never attained by any other English house. At first "chromos" were imported from Germany and mounted on cards with decorated borders in gold and colors, but Mr. William H. Ward, a member of the firm, "discovered" Kate Greenaway through drawings exhibited at the Dudley Gallery, and from then on not only were her exquisite little sprites, gnomes and fairies used on cards, but other artists of repute were rapidly added to the contributing staff.

Among the notable cards published by this well-known concern were a series of four on "The Nativity," lithographed in gold and colors and designed by Thomas Goodman.

ENGLAND ORIGINATES THE CHRISTMAS CARD

A set on "Christmas in the Olden Time," by Moyr Smith, was rendered in colored figures against a gold background; another similar set was by Robert Dudley. T. Walter Wilson designed a clever imitation of a Japanese lacquer cabinet with folding doors. Flowers in natural colors on cleverly treated Japanese diaper patterns in gold and silver were by Percy Tarrant, and numberless studies of children.

Alfred Ward was responsible for a beautiful set of graceful heads in monochrome and Thomas and Walter Crane's designs, especially borders in decorative treatment, did much to raise the Christmas card to a high level.

Henry Ryland's set of "Angels of the Nativity" were very popular and Patty Townshend's "Cottages," reproduced in full color from water-color drawings, were also big sellers. A set of heads by Edwin J. Ellis and S. T. Dadd's clever animal studies also went over big, while Miss G. Bower's hunting sketches, done in bold technique, were well liked. Others by H. Stacy Marks, R.A., Miss A. M. Lockyer, H. Arnold and Fred Miller added prestige to Marcus Ward's reputation.

In 1875 Messrs. De La Rue entered the Christmas card field and from the very beginning until they discontinued in 1885 their work is distinguished by a high degree of mechanical excellence. They also produced several distinguished innovations in design and style.

The list of well-known artists who received commissions from them was probably larger than any other publishing house. They were highly successful in introducing all sorts of unseasonable subjects into their cards, which hitherto had seemed impossible.

Punch one year poked fun at some of their cards bearing pictures of lightly clad maidens shivering in the sleet of a typical English December. However, both Marcus Ward & Co. and Messrs. De La Rue kept more closely to the classical Christmas card than other English publishers of the seventies and eighties and withstood the demand for the vulgar and novel throughout their card-publishing days. When it became evident that certain ideals to which they tenaciously held were no longer desired, rather than go into the tawdry styles that were then creeping in, they discontinued issuing cards altogether.

In the main the cards made by the house of De La Rue were of an architectural design rather than simple reproductions of paintings. One writer in describing them says that most of them would, if enlarged, be suitable for decorating panels in building interiors.

THE ROMANCE OF GREETING CARDS

Their floral and landscape designs were negligible in comparison with the great number of figure drawings used, whereas the opposite was true of the other publishers.

Aubert, a pupil of Owen Jones, contributed largely to the general decoration of their publications and among the more prominent artists of the time who helped to create the outstanding numbers were W. S. Coleman, who made many classical children's drawings, G. C. Kilburne, Ernest Grisct, E. H. Fahey, Robert Dudley, Rebecca Coleman, Gordon Browne, F. S. Walker and J. Lawson.

Much credit is due the firm of Raphael Tuck & Co., who are still in existence, for their part in the early development of the greeting card. Although this concern spent much in prize money for designs, they experienced the same results as others; designs that came through the higher prizes were not nearly so popular as those coming from less notable artists and at less expense. This also was true of commissions placed with the best artists of the Royal Academy. Nevertheless, the best talent procurable was called upon continually and no doubt kept the general standard of Christmas cards at a high level.

When a concern will pay large sums to such artists as G. D. Leslie, J. C. Herbert, J. Sant, George Clausen, W. C. T. Dobson, E. J. Poynter, W. T. Yeames and J. C. Horsley, all members of the Royal Academy, and do it year after year, knowing that less expensive drawings are selling as well or better, they may be considered idealists in the best sense.

Many paintings and designs were, of course, bought from lesser lights among the artists of England and the Continent. A few, which hold a notable place in the card collector's heart, are from the talented "amateur," Louisa, Marchioness of Waterford, who made, among others, one of a child in a long white frock, with pages holding her train, all in Carolean costume, and another of children in a gallery, with oranges.

Hundreds of reproductions of charming etchings were among the successes of Raphael Tuck & Co., also many copies of Raphael's paintings. As a matter of fact the collector, to have a typical card collection, must go to Tuck's early publications for the best examples.

Thus it was that Raphael Tuck & Co. labored to keep the standard of greeting cards to the highest possible. Some thought that they, as well as De La Rue and Marcus Ward & Co. and others, made a big mistake in endeavoring to obtain designs from sources too high in

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quality or too much out of the artist's sympathy and tendencies. They considered that a design made to order is, like music made to order and novels written to fulfill the idea of some editor, nearly always fatal. These English publishers felt that they knew what the public wanted, and while they endeavored to cater to these demands they also tried to keep to the artistic and obtain the very best available talent. I repeat, therefore, that great credit is due them, and undoubtedly their high ideals had a considerable bearing on successive years of greeting-card publishing.

From the beginning, Hildesheimer & Faulkner issued cards of a pictorial rather than of a decorative nature and spared no efforts to produce the best.

One gathers from the samples still in existence of the paintings and drawings published by this firm in the eighties that they retained the services of several talented artists for many years. Year after year H. H. Cauldery, G. C. Kilburne, Jane M. Dealy, Mrs. Duffield, W. J. Buckley, C. Davison, E. Manby and Carl Gregory furnished designs consistently.

In 1882, desiring to create greater interest in their productions, they instituted a prize competition and £5000 (nearly \$25,000) was offered in prizes and actually paid to artists for their drawings. The highest, £250, was awarded to Miss Alice Havers for "A Dream of Patience," and it is said that before a copy was printed this card cost £750. Although it probably never paid a profit, it was no doubt the outstanding card published in England in that period. Many of the prize winners became regular contributors in subsequent years and naturally the competition uncovered talent for card designs hitherto unknown.

Hildesheimer & Co. in 1876 started with only two cards of their own make, the rest of their stock being obtained from the Continent; but shortly they were publishing the bulk of their numbers themselves.

In 1881 they held a competition, the prizes running from £150, first prize, down. Linnie Watt's children designs won for her the first honors and much reputation. Other new designers were "discovered" in this contest, and although not so much was offered as in some others, the results were very satisfactory.

L. E. Lawrence in the same year furnished designs for Hildesheimer & Co. of considerable excellence. About 1883 some of Wilfred Ball's etchings were issued and became extremely popular as cards. Usually

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the recipient framed them because of their beauty and worth. This artist attained a tremendous amount of popularity because of his charming little scenes, each bearing his signature.

As far as the writer can learn, Hildesheimer & Co. were the first to publish booklets or folders with inserts. In 1884 the first booklets appeared with selections on the inner pages from Burns, Thomson and Pope and their respective portraits in monochrome on the covers. Needless to say, the public took to this innovation and from then on folders soon ranked with cards in popular favor.

The very next year six folders, called miniature sketch books, were issued with alternate pages of manuscript and water-color sketches reproduced in facsimile of the original colors. These were the work of Wilfred Ball and were an outstanding success.

No record of the greeting card would be complete without some mention of those which bore the name of Ernest Nister and the large editions of cards made for the English publishers which bore their name instead of his. His establishment was in Bavaria, if my memory serves me right, and his work was dainty and refined in every detail. No cards leave less opportunity for reproach and, if the higher ideal were at all possible, his would have been the hand to restore the genuinely artistic standard.

Many other publishers made cards that might be mentioned but in the main we have covered, briefly of course, the firms who did the greatest business in English-made cards.

It is a curious fact that the most popular cards of the time had no particular Christmas significance. Very little holly was used and, although we do find pictures of the scene in the manger and others of a religious nature, they are far outshone by landscapes, children, flowers, kittens, fairies, heads, birds, animals, even fish and reptiles, in every conceivable design.

The four quarters of the world were searched for motifs by designers and artists and some strange cards were produced. The thousands and thousands of complete failures were good, bad and indifferent. It is difficult indeed to know what the fickle public wants in any class of merchandise, and cards are no exception. Many designs that would seem to have little or no merit were among the best sellers; others of real beauty and art fell flat.

Trick cards came and went and came back, in the earlier years, even as they have done in this century. What I mean by trick cards are



LITHOGRAPHED CHRISTMAS CARDS

Published about 1888

(From an old collection)



THIS QUAIN CARD IS OF THE PERIOD OF 1880

Published by Raphael Tuck & Sons

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those that were mechanical in their make-up. Comics are to be found almost from the beginning, and articles attached to cards, such as matches, keys, and rubbish of all sorts, to get variety and originality.

Frosted cards appeared in the seventies, and in the nineties came the cards with silk fringes. Sachets and padded cards had their vogue and cut-outs and other oddities are to be found in every collection.

Cardboard and paper of the finest manufacture have been pressed into service, as well as ordinary wrapping paper and all the grades and styles in between.

Processes of reproduction have been used as rapidly as they were perfected. Many of the earlier cards were printed in monochrome and colored by hand; but as the public began to buy in ever increasing quantities, it became necessary to reproduce in colors, hence lithography was pressed into service and many beautiful reproductions were made. Etchings both plain and tinted became popular almost overnight and there are still no more beautiful and dignified cards published than the etchings which we continue to see year after year.

English cards as a rule carried no sentiment or salutation other than the stereotyped expression "A Merry Christmas and Happy New Year." The arrangement was changed in every conceivable manner, but the wish remained the same. It is to be regretted that anyone ever thought of changing "Christmas" to "Xmas," although I'm thankful to say that American publishers of the better-grade cards never use it.

Poems from famous writers were used on inserts of many folders. For instance, there are two from Dickens which probably have been used more than any others.

Very few sentiments conveying wishes, such as we see in great variety today, were written. In some instances passages from the New Testament were used, especially those referring to the birth of Christ.

That which sold the cards in the early English years of big card business was the design and, had publishers kept up to the minute and created new ideas, the sales would not have fallen, as they began to fall toward 1890. At the same time cards were coming in from Germany and Austria in huge quantities at very low prices.

One of the reasons for the downfall of the English card business was that every Tom, Dick and Harry in England seemed to show them when the holiday season came around. At first the outlet was naturally the bookseller and stationer, but when they became so com-

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mon that they might be seen in the windows of nearly every draper, tobacconist, toy shop and the rest, the better trade fell off.

When people had learned that attractive cards could be bought at a price per dozen that they had hitherto paid for a single one, that the latest designs of the season were obtainable at greatly reduced prices, and that they were for sale in nearly every store, many stopped sending them.

So we find in England, during the nineties, a sharp decline in the card business, especially of high-quality cards, and their popularity has never attained that of the peak years from 1870 to 1890.

If the prices had been kept to a higher standard, it would have made considerable difference in the outcome for, cheap as they were, many of the European cards were beautiful and were reproduced in the most exquisite manner. But there is, as every one knows, a danger in quantity production, more especially in art subjects. Then again there was a bizarre vulgarity creeping in, not only in design but in manufacture, something of novelty without artistic merit.

Certain rules of propriety exist in all lines of endeavor and when these bounds are passed, the public shows its disapproval by gradually ceasing to buy. Many remember the Christmas cards with silk fringe and highly colored lithographs of flowers and landscapes, expensive to be sure, but not having much quality of art about them. Then there were silk-padded cards with flowers painted on the silk, or cut-out gaudy flowers and scenes pasted on the front. These were usually scented and ranged in size from modest small affairs, much smaller than post cards, to some measuring eight and ten inches across.

It was not until the Christmas card had waned in popularity and people failed to find what they desired in design and method of reproduction that the "private" or "personal" card came to the front. Artists, etchers and designers had been sending out cards of a personal nature for some time before others, who could afford the special design and plates and had a taste for the out of ordinary, began to take up the personal card.

About 1890 such cards began to gather a little reputation; but even then they were far from common. On account of expense, they were usually reproduced in black and white and sometimes hand colored, or they were done in one of the various monochrome methods, such as gelatine process, photogravure, and steel engraving.

One's house, a doorway, a dog, a horse, anything that a person

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fancied, would become a motif for the design. Sometimes the name would be added beneath or above a short salutation; but in many cases the purchaser preferred to sign the private card, thus giving it the personal touch that is not greatly desired today.

Later on regular stock designs were offered by stationers and book-sellers, and orders taken for quantities to be imprinted with the name (and sometimes the address) either from type or engraved copper plate. This idea was strictly English, and the best people in England today use such cards instead of the hand-signed variety.

So we leave the English publishers content to import foreign cards and to make such as they may sell in their own styles; but let us not imagine that all cards issued since 1890 were bad. There were many notable ones, but the heyday was over. We will therefore come to America and see what the New World has for us in the line of greeting cards.

SENTIMENTS FROM ENGLISH CARDS

Perhaps you would like to use some of these sentiments which appeared on early English cards.

THE SEASON

As the Seasons come and go,
Many pleasures may'st thou know.

THE NEW YEAR

Prithee receive this unpretending card,
Prithee believe it carries my regard.

THE SEASON'S COMPLIMENTS

Rose of love with tinted leaves
Kindly wish to you it breathes.

A CHRISTMAS GREETING

Thoughts of the Past my heart o'erflow —
Ah, friend, it must not be
That Christmas come and Christmas go
Without a word from me.
Light heart be thine, no base alloy
In all the golden cheer,
A Merry Christmas, dear old boy,
A happy, fair New Year.

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Though Nature sleeps, be full of Joy and Mirth.

A Merry Christmas and many may you see.

A merry, merry Christmas to thee,
Full of mirth and glee.
May it banish all thy troubles
Whatsoe'er they be.

A VERY MERRY CHRISTMAS
It maketh Spring in Winter,
Our Merry Christmas Day.
May it chase frost and sorrow
Forever, far away.

These roses shall suggestive be
Of Christmas Joys I wish for thee.

One silent night of late
When every creature rested
Came one unto my gate
And knocking, me molested.

Good Saint Santa, grant, I pray,
To all a Merry Christmas Day.

WITH THE COMPLIMENTS OF THE SEASON
AND ALL GOOD THINGS IN REASON

What though the night be chill and drear
Within are warmth and light and cheer,
What though the woods be white with snow
Soon will the Spring's fair flow'rets blow.

Good Christians, rise, this is the morn
When Christ the Saviour, He was born;
All in a stable so lowlee
At Bethlehem in Galilee,
Rejoice, our Saviour He was born
On Christmas Day in the morning.
— *Old Christmas Carol*

Full freighted with Best Wishes for a Happy Christmas

For thee may the fair promise of the New Year
blossom and bear fruit as the year grows old.



AN EARLY ENGLISH CARD
Designed by Kate Greenaway

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What is the way to keep Christmas Day?
'T is best to be neither solemn nor gay,
And whether we play or whether we pray
To cast all thought of ourselves away.

A HAPPY CHRISTMAS

A Christmas fraught with ev'ry pleasure
I trust, dear one, that you may see.
May it prove a lasting treasure,
Happy may your Christmas be.

HAIL CHRISTMAS

So hallowed and so gracious is the time.
— *Hamlet*

A HAPPY NEW YEAR

Buds and Blossoms Strew thy Pathway.

CHRISTMAS GREETINGS

I wish to thee this Christmas-tide
A Cheerful home, a happy heart,
Dear loved ones by the bright fireside
To have in all thy blessings part.

God give you, day by day, of Heavenly bread,
With crumbs of Love and Peace may you be fed.

May many Happy Years of Happy Days befall.
You have deserved High Commendation
True Applause and Love.

— *Shakespeare*

God's benison be with you;
And with those that would make good of bad,
And friends of foes!

— *Shakespeare*

LOVE, JOY, PEACE, CROWN THY NEW YEAR

Joy to you this morning! joy to every one!
For the New Year dawning with the laughing sun.
As the night's drear vapours die in gladsome day
May the newborn future banish grief away.

— *Shirley Wynne*

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CHRISTMAS

A Happy Christmas to you!
Again midst winter's rime
We wait with hearts o'erflowing
To greet the dear old time.
Oh may its solemn brightness,
Its love and peace abide
Through all the year that follows
This happy Christmas-tide.

TO AN OLD FRIEND

A Cheery Christmas-tide to thee,
My true and trusty friend!
And all the jollity and glee
The good old time can send!
From many a dear familiar lip
The kindly greeting flow,
And honest fingers give the grip
That tells of long ago.

CHRISTMAS

"Where are you going, my pretty maid?"
"That is a secret, sir," she said.
"Let me, I pray, your secret share,
And I will preserve it, maiden fair!
Your coral dress and your eyes as blue
As the dainty bow on your tiny shoe
Have made me very much wish to know
Whence you come and whither you go?"
"Ah, well, Sir, if you press me so,
I come from the land of Long Ago!
And I go to wish friends far and near
A Christmas glad, and a bright New Year."

I have always thought of Christmas time, when it has come around, apart from the veneration due to its sacred name and origin, if anything belonging to it can be apart from that — as a good time; a kind, forgiving, charitable pleasant time.

— *Charles Dickens, Christmas Carol*

At crystmasse and at ester, men ought to go vysit and see good frende.

— *Carton, Sonnes of Ayvon, A.D. 1489*

They also say, that a hot Christmas makes a fat churchyard.

— *Swan, A.D. 1635*



A CLEVER CHRISTMAS CARD OF ABOUT 1885
Such titles and ideas are popular today



THIS SILK-FRINGED CHRISTMAS CARD ALSO BORE
A DESIGN AND SENTIMENT ON THE REVERSE SIDE
Published by Raphael Tuck & Sons in the early eighties

Louis Prang and the First American Cards

1875-1890
1890



THE history of the American greeting card must necessarily be divided into two periods, one dating from 1874 and covering the fifteen or twenty years during which Louis Prang made and published cards, and the other from 1906.

The name of Louis Prang stands out pre-eminently in the greeting card industry, although that industry was only a side line of his business.

To tell of Mr. Prang's successes in that branch

of his work without touching on his life and achievements as a whole would be folly indeed.

Louis Prang, like Carl Schurz and others, was an exile following the unsuccessful German revolution of 1848. On coming to America, he embarked in several ventures in Boston. His life was an interesting one for several years, and it was not until 1856 that he founded a small lithographic business, which later went under the name of L. Prang & Co. His plant was in Roxbury, a suburb of Boston, and there in 1866 he perfected the lithographic process of multicolor printing, calling his prints "Chromos." While we nowadays look upon the chromo as a poor reproduction of an original picture, none of Prang's work ever deteriorated, but was improved and refined as the years went on.

His reproductions of oil paintings were so perfect that many times none but an expert could tell the print from the painting. With a plant capable of turning out such work, he gave his attention to Christmas cards in 1874, shipping the first of his publications to England, where they had a ready sale. The next year he placed them upon the American market and continued in the work until the cheap German importations hurt his sale and other great undertakings took his time and interest. By 1890 he had given up the card business entirely.

In passing, it may be of interest to know that Mr. Prang introduced

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the art idea into the public schools and spent years and large sums of money in promoting the "Prang Method of Education," the object of which was first to develop the creative impulse in the student, and then to train him in good taste. He not only encouraged those with artistic talent in such a manner that scores of artists owe their start in life to him, but he awakened the spirit of production and the love of the beautiful in multitudes of students.

The crowning event of his long and useful career was his excellent work, which began in 1898 in producing illustrations of the famous collection of Oriental ceramic art owned by Messrs. Walters, father and son, of Baltimore. Desiring to issue a book of plates showing the finest of their beautiful art objects, they examined the work of all the great European lithographers and finally were convinced of Mr. Prang's superior craftsmanship. For eight years he and his artists labored on this undertaking and, at a cost of five hundred thousand dollars, five hundred books were printed and distributed all over the world, in order that libraries and museums might have illustrations, at least, of these classics in jade and precious stones. Some of the plates required not less than fifty different stones, each supplying a little bit of color or design, and for the hundred and sixteen plates two thousand stones were required. Probably no work of this kind will ever be surpassed. Experts and artists said that it seemed impossible that printing could be done with such minuteness of detail and color.

Three years later, after touring the world, he passed away at the age of eighty-five; a great artist, a great character, a benefactor to all the world.

But to get back to his cards. No work he ever undertook was slighted in any way. Turning his attention to cards, he determined to procure the very best in art as a basis upon which to build. With this in view, he inaugurated prize contests on a scale never before attempted.

Without going into the details of several very successful competitions, it may be of interest to know that one year Dora Wheeler was awarded a first prize of \$2000 and that on another occasion Elihu Vedder won \$1000 for a design. I am informed that this design may be seen at the head of the stairway in the Congressional Library of Washington, D. C.

Competitions of this kind were open to all, and the very generous amounts offered and the number of prizes led such men as Elihu

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Vedder, Douglas Volk, St. John Harper, Peter Moran, Thomas Moran, J. Alden Weir, Will H. Low and many others to compete. The drawings submitted in the contests were exhibited in the Reichard's Gallery, New York, and, although a competent board of judges first passed on them, the public were later admitted and allowed to add their votes in the awarding of the prizes. Many designs and drawings which were not prize winners were bought for publication purposes and the competitions were considered of great value in securing not only the best in art but also a great variety of subjects and styles.

Prices were higher for the American cards than those of foreign design, but the expense of making them in the Prang method, by which they were printed in not less than eight colors and sometimes running to as many as twenty colors to obtain delicate effects, was far greater. His cards had an individual charm, not merely in design, but in technique, lettering, stock used and their almost perfect coloring. The designs were always daintily finished without trifling detail and the borders and decorative treatments were never vulgar, but artistic in every sense of the word. In general the designs were more Christ-massy than the English cards. Will H. Low's prize card, for example, illustrated the figure of the Madonna and Child with five angels standing nearby, four with trumpets and the fifth holding a ribbon on which was printed "Gloria in Excelsis Deo Terra Pax." Another by Rosina Emmett had for a center panel four girls singing from books while a fifth played a violin. There was a decorative border of flowers, with an angel in the upper left-hand corner overlooking a shepherd with his flock. One by Dora Wheeler, charmingly drawn, represents the figure of a woman with a little girl clinging closely beside her, both looking intently at the Madonna and Child appearing out of the clouds, while behind them is the glory of the sun. Cherubim are worked into the decorative border at the left, and near the top is the simple caption, "Good Tidings of Great Joy."

C. E. Weldon's beautiful painting of a little girl sitting before a smoking fire, in which she sees a fairy procession of toys, a lighted Christmas tree and Santa Claus and his reindeers vanishing in the distance, was reproduced in all the beauty of its original colors. Truly a masterpiece in idea and composition!

Twelve little tots worked into a long panel, reproduced from a water color by L. B. Humphreys, is really a gem; all are in modern picturesque costume and are playing with toys—in the background may be

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seen the Christmas tree. Another by the same artist depicts people coming out of church, and the ground is covered with snow. In the foreground a beautiful girl stands watching a little bird upon a branch at the right.

One unsigned card measuring about eight by five and one-half inches illustrates Henry Wadsworth Longfellow sitting before a fireplace whose border is of tiles with heads in bas-relief. Gathered about him are three children intently listening as he apparently tells them bedtime stories. The verse in the lower left-hand corner says:

Between the dark and the daylight,
When the night is beginning to lower,
Comes a pause in the day's occupations
That is known as the Children's Hour.

On the reverse side in monochrome is his poem "Christmas Bells" with appropriate decorative design.

Many of the designs bear only the initials or monograms of the artists. Among these was one exquisite drawing of a little girl kneeling in front of a fireplace praying, and up above, as if seen in a vision, is Santa Claus with hand to ear listening to every word that drops from the little maid's lips. Underneath is this "prayer":

Good Saint Santa, grant, I pray,
To All a Merry Christmas Day.

Hundreds of cards might be described in detail with all the adjectives in the dictionary and yet give but a faint idea of the charm of design, the wide scope of subjects and the care with which each was reproduced in full color. Many carried designs of a decorative nature on the reverse side, something that is not attempted on present-day cards.

Prang cards, by their very technique of workmanship, can be picked out from the myriad designs to be seen in the collections in England and America. There is a finish, a beauty, not to be found in others, and it is doubtful if ever again there will be any cards reproduced by such expensive methods and from artists' paintings and drawings of such note as he commissioned.

Many talented artists' names were left out of the reproductions or are so reproduced as not to be readable, but we find such names as F. S. Mather, D. E. Whitney (charming flower studies), Newton Mackintosh, G. Schackinger, Léon Moran, Rose M. Sprague, C. D. Weedon, E. K. Johnson, Florence Taber, Alexander Sandier and others.

LOUIS PRANG AND THE FIRST AMERICAN CARDS

Mr. Prang's love for nature transcended expression. Of all the products of nature, he best loved the flowers. It was natural, therefore, for him to publish thousands of cards bearing beautiful reproductions of flowers. His Killarney roses, the flower he loved best of all, are masterpieces of drawing and reproduction. It was he who conceived the idea of black backgrounds for flowers, an idea that was quickly imitated abroad; but no publisher ever approximated his perfection and technique, beauty of design and composition.

One can well imagine oneself trying to pick his flowers from the cards, or stooping down to smell the fragrance which, by their naturalness, would seem to pervade them. Here and there we see a dewdrop caught upon some rose petal, just as the artist found it, glistening and brilliant in the sunlight. Vases, in pottery and glass, bear all the reflections and high lights in uncanny perfectness of light and shade and color. Birds and butterflies perch or flutter about with grace and charm, even as we see them in the garden.

Not only do we find flowers, which greatly predominate because of their universal popularity, but we see portraits of poets and other authors, with suitable quotations from their writings; winter scenes that are, and I hope always will be, symbolic of the Christmas season; birds of every variety either singly or in flocks, as suited the fancy of the artist; and nearly every other product of nature that has beauty and grace.

I have before me one of his later cards, a birthday card. The drawing, in one color only on the reverse side, is of a little girl holding in her hand a tiny flower, with this sentiment: "May you have many more Birthdays and ever remain as youthful as now." On the other side in full color, reproduced so naturally that it looks as if it had just fallen from the tree, is a branch of four maple leaves in all their regal autumn colors, with this appropriate quotation from Tennyson:

Live Long, nor feel in head or chest
Our changeful equinoxes.

This card was one of those with silk fringe borders and was copyrighted in 1886:

A MERRY CHRISTMAS

Bright gifts, good wishes, greetings glad and gay,
Fall, like a shower of blossoms, round the way;
Yet I am sure such kindly eyes as thine
Will not o'erlook this simple gift of mine.

THE ROMANCE OF GREETING CARDS

The preceding sentiment is taken from a card with floral decoration upon a gold panel, copyrighted by Louis Prang in 1879.

Besides birthday cards and Christmas and New Year cards, Prang made some for Easter. Many of Prang's beautiful cards for these occasions were made of two pieces of cardboard glued together, between which was inserted a small piece of cotton batting in which was placed a quantity of sachet powder. These cards were very popular because they could be used long after the season of greeting had passed. Many such cards were made up with silk fringe entirely surrounding the card, as an added bit of color and decoration.

In order to give an adequate idea of what an English writer and critic had to say about the Prang publications, allow me to quote from an article by Gleason White written in 1893 or 1894.

"The publications of Messrs. Prang, of Boston, cannot be ignored. Both for their intrinsic merits and the influence they had upon English taste, it is not easy, even now that their novelty has faded, to speak of them except in superlatives. For, with all due respect to our English makers, it is doubtful if any designs this side of the Atlantic were better printed; indeed, it would be a somewhat difficult task to find a dozen examples published in England that could be set forward as worthy rivals to the best dozen of the Boston cards.

"The charm of the coloring is not to be attributed entirely to a larger number of color printings, or superior chromo-lithography; both these factors no doubt helped to give the peculiarly harmonious result; but one can feel beyond this, that the artists employed recognized from the first the limitation of all mechanical reproduction, however perfectly manipulated, and designed accordingly.

"Without championing the ideal of the Prang cards, which were often as un-Christmas-like in their subjects as most English cards; without claiming that their designs show in themselves more academic knowledge, more invention, or more graceful composition than our own,—yet when you hunt for hours among the English sample books and unwittingly open a volume of these American cards, the chances are that it asserts itself as distinctly more charming than the previous book, no matter whose you had chanced to be studying immediately before. It is painful to have to own so much, but unfortunately the conclusion is forced upon anyone who explores the vast stores of cards of the past for the purpose of discovering intrinsic beauty in the art set forth thereupon."

LOUIS PRANG AND THE FIRST AMERICAN CARDS

This English appreciation is conclusive proof of the merits of the Louis Prang greeting cards and, although his creative genius was a gift to the world, we are glad to claim for America the honor of making the best greeting cards the talent of all civilization has yet produced.



The Second Era of American Christmas Cards



CHRISTMAS, the greatest and most widely celebrated religious festival of the world, is also the occasion when the largest number of greeting cards are sent. For weeks preceding the 25th of December, post offices everywhere begin to speed up their operations because of ever-increasing quantities of mail matter, due principally to the varicolored envelopes of all shapes and sizes which carry messages of love and friendship.

Good will is radiated by the Christmas card into practically every home in Christendom. Those who believe in Christ, and those who do not, use them freely. Who can say what power for good these tiny messengers carry as they go their merry way loading down the letter carriers, but otherwise filling the world with joy and happiness and sunshine? One may forget one's distant friends all the year, but when the Christmas season comes, memory wakes and stirs every heart and the ever-ready greeting card spans the miles to renew the sense of comradeship.

Other chapters have told of the early English cards, of Louis Prang's productions in America and of several individual publishers and their beginnings in this, the Second Era of American Cards. But it seems necessary to tell of the Christmas cards from 1906 to the present time, the changes which years have brought about, novel ideas which have come and been forgotten and of the modern Christmas card in its infinite variety of design, title and sentiment.

Cards for the holiday season are divided into two distinct classes: those designed primarily for imprinting persons' names upon them, which are called "Personals," and those selected usually to greet the individual and generally signed by the sender. These latter are called "Counter Cards," because they are sold over the counter, whereas the Personals are usually selected from sample books.



LITHOGRAPHED CHRISTMAS CARD WITH SILK FRINGE

Published in the eighties by Raphael Tuck & Sons

SECOND ERA OF AMERICAN CHRISTMAS CARDS

Because there seems to be more romance, more of the unique and original in the latter class, let us commence with counter cards and later take up personals and the made-to-order styles.

With A. M. Davis's sentiment cards, written expressly for Christmas greetings, as a beginning, there were soon others eager to help supply the demand which became general throughout the country. The reaction from the cheap and tawdry cards coming from across the water did not altogether cease until the war closed this source of supply, probably for all time; but in 1908 when real American Christmas cards began to appear, the death knell of foreign cards was already sounded.

It is perfectly natural that our first attempts should seem amateurish, especially when we compare them with present-day styles. It is like looking at the costumes of any past period and wondering how people ever got along with such atrocious creations. Our first Christmas cards were admittedly made by inexperienced designers, writers and publishers, and although the public bought them, it was no doubt because they were far superior to and more uncommon than those which had glutted the market for years.

Few examples of cards published from year to year are retained. Because of lack of storage and because the publisher knows that he has produced better work in later years, he destroys the old to make room for the new. It's like the cry "The King is dead, long live the King!" There has been no fad in this country for the collection of cards as there was in England during the latter part of the last century; but from old catalogues and other sources I will endeavor to describe some of the popular numbers in the order of their appearance.

Holly, the old English emblem of the holiday season, has ever been the popular decoration of Christmas cards, used alone or twined about a winter scene, or in connection with the candle, the doorway, the Christmas tree, the carol singers and other symbols of Christmas. Mistletoe, too, has decorated many a Christmas card, perhaps because like the holly it was obtainable at Christmas time in England. With the advent of the American card the poinsettia was pressed into service because of its brilliant colors and timely blossoming. Until artists and designers became trained to the knack of designing cards that could be reproduced in quantity by printing processes or hand coloring, the more simple decorations were used. A new industry meant years of training and experimenting before any degree of perfection was

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attained; early designs, therefore, were crude and the sentiments smacked of the makeshift, unless, as in some cases, portions of classic writings were pressed into service.

Here's to you and your folks on this Christmas day,
Here's a-wishing you all a Christmas Merry and Gay.

This came on a tiny brown folder of butcher's paper issued in 1910. The following was published by Marcus Ward & Co. (American Branch) on a buff folder in 1911:

Today the joyous bells are ringing,
Flinging their message far and wide;
Today our hearts are also singing
"May you be happy this Christmastide."

Paper folders were acceptable on the less expensive styles. It was, indeed, easy to sell small single folders of not over three by four inches for ten cents in those days. On the other hand simple designs on deckle-edged Italian cards could be retailed at fifteen cents and more elaborate ones on folders at twenty-five cents, whereas now these imported stocks are impossible at these prices. No such quality was given or demanded on five, ten, and fifteen cent folders, as is now the rule. Larger single folders on Strathmore Japan paper, measuring about five by six and one-half inches, were called "letters," but it was necessary to fold them once more to place them in their envelope.

The American-made card has always had a matched envelope, except in the case of parchments, and in these early days this rule was always adhered to, even in the five-cent styles and in the few which sold for as little as two for five cents. Although no dealer or publisher could afford to spend time and space on such low-priced items, there was issued about 1912 or 1913 a series of twelve small white paper folders, each hand colored (very little to be sure), some with general sentiments and others with verse, one of which is quoted, as it shows the speed with which current achievements found expression in cards:

Christmas love is hard to pack,
It overflows each box and sack,
So now I know just what I'll do —
I'll send it by wireless to you!

Portions of Phillips Brooks' famous poem, "O Little Town of Bethlehem," already used in handsome booklets made in Bavaria and England, were now printed on French folds and ribbon-tied folders by American publishers and have appeared every year since.

SECOND ERA OF AMERICAN CHRISTMAS CARDS

O little town of Bethlehem!
How still we see thee lie;
Above thy deep and dreamless sleep
The silent stars go by;
Yet in thy dark streets shineth
The everlasting Light;
The hopes and fears of all the years
Are met in thee tonight.

For Christ is born of Mary,
And gathered all above,
While mortals sleep, the angels keep
Their watch of wondering love.
O morning stars, together
Proclaim thy holy birth!
And praises sing to God the King
And peace to men on earth.

Henry Van Dyke's sentiment, illustrated opposite page 208, was re-written in different phraseology more than once, the following being a good example of that "thought piracy" which still eludes the vigilance of some publishers:

You are remembered today because it is Christmas,
and because I believe it will add just a mite to your
already happy day. You may be assured that my best
wishes for you extend into and thru the whole New Year.

"Thank you's" for all sorts of cards and gifts are under a separate heading, but I find this sentiment on a tiny little folder published in 1912:

With gratitude that can't be spoken
I send today this little rhyme
To thank you for the thoughtful token
Of your regard at Christmas time.

Later on, metal keys have been suspended to cards of greeting, but in 1911 there was published a deckle-edged card decorated with holly, a four-leaved clover and a golden key with this wish:

This four-leaf clover key I send
To bring you Christmas Luck, my friend;
'T will open wide "Good Cheer" to you
And unlock "A Happy New Year," too.

In 1912 and 1913 large numbers of small cards with "Dutch" children were easily sold. Today you could n't give them away. A series

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of eight or ten drawn and written by Nana French Bickford, brightly colored, were very popular. Here is the wish on one of them :

Everybody in our house wishes everybody
in your house a Merry Christmas.

About this time Maeterlinck's "Blue Bird for Happiness" swept the country, and cards embodying this thought appeared almost in a twinkling. Emily Sélinger, a well-known painter and writer of Boston, wrote the following Christmas sentiment, which sold and sold for years :

If Merry Christmas Wishes
Had wings of joyous Birds
I'd send them flying to you,
A flock of happy words !

Her four-line verse on a deckle-edged card with thistle design and a bar of music from "Auld Lang Syne" followed the Blue Bird success and nearly caught up in sales to that "masterpiece."

CHRISTMAS

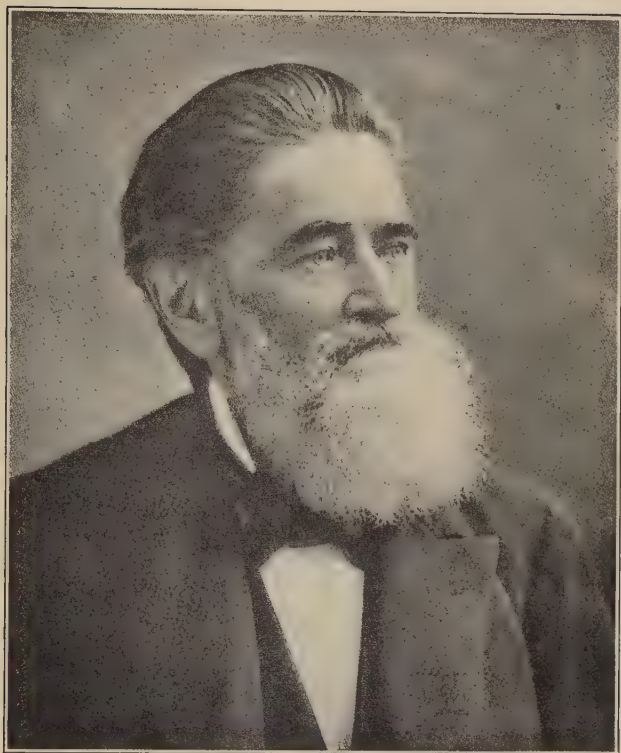
It's a time for wiles and a time for smiles,
And a time for joyous meeting,
With the mystic sign of "Auld Lang Syne"
For the coming Year's glad greeting !

Not satisfied to send a single greeting on Christmas Day, Hannah Wheeler Pingree wrote a series of six "letters," to be opened in the morning, during the forenoon, at noon, in the afternoon, at six o'clock and before retiring at night. Each was sealed in a transparent envelope in order that the time of opening could be read ; the whole series was enclosed in a decorated envelope with this sentiment :

There's six Christmas letters awaiting you here
To bring you my wishes for glad Christmas cheer ;
And if the directions you duly obey
I'll greet you by proxy six times through the day.

Space does not permit me to reprint all the wishes, but here is the last one, entitled "Open at Bedtime" :

And here's just one more greeting
As Christmas Day is ending,
A simple good-night greeting,
My hearty wish extending
That Christmas joys and pleasures
Shall in your heart remain
To make your hours joyous
Till Christmas comes again.



MR. LOUIS PRANG IN 1895
The first to publish cards in the United States

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This "letter" idea was an immediate success and for several years it continued to lead all high-priced cards in point of sales.

The following sentiment within a ribbon-tied folder seemed to meet a popular fancy for four or five years:

Should auld acquaintance be forgot
As through life's paths we hurry;
Should light of happy days long past
Be dimmed by clouds of worry?
Ah, no, Dear Friend, whate'er may hap,
Come bright or stormy weather,
Come weal or woe, we'll ne'er forget,
We have been friends together!

When the Parcel Post was inaugurated a card was published carrying this sentiment, to be sent on by mail ahead of the gift:

By Parcel-Post to you today a package I am sending
To greet you at this Christmastide and wish you joy unending.
But tho' it may be early, I'm sending you this warning,
That gift must not be opened until 't is Christmas morning!

Few good Christian Science cards have ever been offered, although this one, published in 1915 and illustrated with a picture of the Mother Church, was well received:

A WISH FOR YOU

May God's rich blessings 'round you flow
Like tidal waves that come and go,
That come and go yet never cease,
And keep your heart in perfect peace.
This is the wish I send you here
For every day throughout the year.

A handsome handmade paper folder with the following "welcome" found many friends the same year:

CHRISTMAS GREETINGS

The lintel low enough
To keep out pomp and pride,
The threshold high enough
To turn deceit aside,
The doorband strong enough
From evil to defend,
This door will open at a touch
To welcome every friend.

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But at last I have reached the conclusion
Which may seem mighty funny to you —
That in wishin' a real "Merry Christmas."
There are n't any ways that are new,
And so I just say "Merry Christmas,"
May the day bring you pleasure and cheer,
May the end of December just help you remember
That I wish you a Happy New Year.

Christmas cards bearing little slips with extra sentiments and tucked in to complete the design were new during the 1919 season, although they had been in use for other occasions. One with holly leaves was very popular:

CHRISTMAS GREETINGS

Carefully hidden in these holly leaves so green,
Are my Christmas messages where they won't be seen.

Humorous cards for every occasion have ever been popular with certain people and after the armistice it seemed as if all restrictions were off and the country went wild over comics and semicomics. The coming of prohibition gave opportunity for gibes, and we find a canny little Scotch lad decorating a cut-out card with this message:

CHRISTMAS GREETINGS

Gone is the bowl with its flowing cheer,
Gone is the little brown jug,
But I'm sending a little Scotch this year,
So YOU'LL HAVE A SMILE, on your mug.

There was also a very popular card in the form of a donkey with a tail of cord attached. The wording (there was not even the semblance of a wish) was plainly printed under the cut-out beast:

OLD GRAY MARE BAROMETER

Directions: Stand near a hitching post.
If tail hangs to the right, Summer is over,
To the left, Winter is over,
If it drops off, Prohibition is over.

— N.B. Don't pull it off, it won't work.

The first and last line were in much smaller type than the title and the other lines.

"Si" and "Mandy," two "farmer type" cards with cloth "mufflers"



A TENDER "MEOW" SIC NOW WE SING.
SEND TO YOU "MERRY CHRISTMAS" BRING.

FROM A LITHOGRAPHED CARD

Published by Louis Prang

SECOND ERA OF AMERICAN CHRISTMAS CARDS

tied around the neck, were tremendously big sellers for three or four years. Under the well-drawn picture of "Si" appeared this thought:

Well, b'gosh, here I am agin with them Merry Christmas Wishes!

while "Mandy's" wish read:

Land sakes, it would n't seem a bit like Christmas
if I didn't wish you a merry one.

Others there have been in countless numbers, but space forbids further descriptions, although many would prove interesting reading.

By 1920 the Christmas card business was steadily increasing again under the stimulus of a great coöperative advertising campaign and from then on a steady growth has occurred each year. Card designers and publishers have vied with one another in producing a greater number of beautiful creations. Not only have we seen greater showings of cards for general sale, but the special titles have become so numerous that, it would seem, they now cover every possible demand. Nevertheless, we shall continue to see new ideas in titles to fill popular calls for specialized cards.

Christmas cards of a general nature have, during the last year or two, been ahead of anything seen in previous years, with respect to numbers, attractiveness and sentiment. One becomes bewildered in endeavoring to write of the designs, which consist of candles, holly, pine, winter scenes of both England and America, coaches, carol singers, minstrels, the Three Wise Men, houses, doorways with happy people coming and going, sleighs, fireplaces, floral designs, birds, and of course Santa Claus and all the children designs, both flat cards and cut-outs. No doubt there have been many motifs not mentioned which have made cards more beautiful and attractive; but we should pause a moment with the messages in their countless variety of thoughts, wishes and sentiment.

Cards are rarely published today that indicate or even intimate the idea that unhappiness exists. They would fall quickly by the way-side, for everyone is intent on scattering sunshine and joy. It surely will not be amiss to quote two or three verses, although they may not be definitely set down as the most popular cards.

Never a Christmas morning,
Never the Old Year ends,
But somebody thinks of somebody,
Old days, old times, old friends!

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Greetings to you and all your folks
From all my folks and me,
If only you and all your folks
Could be with me and all my folks
What a Christmas this would be!

We seem too busy every day
To say the things we want to say;
Our deepest thoughts we seem to hide
Until we reach the Christmas-tide.
'T is then we send to friends again
In happy words the Old Refrain —
"A Very Merry Christmas!"

Too far for a handshake,
But not for a word
Expressing the dearest
Old wish ever heard:
MERRY CHRISTMAS

FOR YOUR CHRISTMAS

I need not wish you Blessings rare,
I know God has you in His care;
And every day, and moment too,
I know His Love is guarding you.

Besides the beautiful lines of Phillips Brooks' "O Little Town of Bethlehem" which we see in several forms each year and which continue to sell well, there are several other religious classics used by publishers as "old standbys," three of which are reprinted here:

Calm on the listening ear of night
Come heaven's melodious strains,
Where wild Judea stretches far
Her silver-mantled plains.

Light on thy hills, Jerusalem!
The Saviour now is born;
Bright on Bethlehem's joyous plains
Breaks the first Christmas morn.

"Glory to God!" the sounding skies
Loud with their anthems ring,
"Peace to the earth, good will to men,
From heaven's eternal King!"

SECOND ERA OF AMERICAN CHRISTMAS CARDS

It came upon the midnight clear,
That glorious song of old,
From angels bending near the earth
To touch their harps of gold:
"Peace on earth, good will to men,
From Heaven's all-gracious King";
The world in solemn stillness lay,
To hear the angels sing.

While shepherds watched their flocks by night,
All seated on the ground,
The angels of the Lord came down,
And glory shone around.

"All glory be to God on high,
And to the earth be peace:
Good-will henceforth from heaven to men
Begin and never cease."

This does not mean that there are no good present-day religious verses to be had, for there are many, some of which are very beautiful and nearly all of which embody a wish of some kind. Here is one which is perhaps typical:

CHRISTMAS GREETINGS

Lead on, and on, oh wondrous star,
Though time and years are fleeting,
Bring "Peace on earth, good will toward men,"
In every Christmas greeting.

Lined envelopes, in all shades and colors, in figured and plain patterns, have gradually appeared to entice the wily buyer to cards already beautiful. They have been used especially with the higher-priced counter cards and while all admit their beauty, it is doubtful if their use has added materially to the merit of the cards themselves; and, whatever their cost, it must certainly be deducted from the value put into the card itself. The recipient of the card usually never sees the charming lining of the envelope, for paper knife and scissors reveal nothing but torn edges and all the rest is wasted. The sooner people demand fewer lined envelopes, the quicker they will see still more beautiful cards at the old price.

Novel cards are always welcomed by the great public, but cards which need demonstration, although sought for by customers, are shunned by many shopkeepers because of their tendency to slow up

THE ROMANCE OF GREETING CARDS

buying, which in the final great rush is a serious handicap. Also novelties that have features which may tear easily or come apart are to be avoided because of the danger of loss and damage. Nevertheless, there appears each year a new crop of unique ideas, slips tucked in, doors which open to reveal some interesting figure or sentiment within, fancy and intricate cut-outs, thin objects attached with ribbon, glue or cement, and a hundred and one other clever devices to lure and attract.

To illustrate, one attractive novelty card has the following sentiment suitably illustrated with a cigar box and a treasure box, the covers of which are separate pieces inserted; parts of the verse are printed on them and the rest on a book and a tag attached to a picture of a Ford:

If I sent you cigars
you would smoke 'em,
And I don't know the kind
you prefer;

If I sent you rare gems
you might soak 'em
Or maybe you'd
give them to her;

If I sent you a book
you would read it
And carelessly
toss it away;

If I sent you a Ford
you might speed it
And eat turkey in jail
Christmas Day;

But a good wish needs no rhyme or reason
And I 'm sending a million to you—
That this be the best Christmas season,
Old Man, that you ever knew!

Another novelty is in the form of a fireplace with four little logs inserted on the blazing hearth, on each of which is hidden a sentiment, and underneath is this message:

Merry Sparks of Christmas Cheer
From the Yule logs burning here.

A large card measuring about six by eight inches with Christmas decoration bears this greeting:

CHRISTMAS GREETINGS

You'll be surprised at the size of this card
That I send as a token of my regard,
But a tiny card would never do
For the great big Christmas I wish for you!

Cards of utility may be bought in many forms—perhaps those with calendars for the coming year are the most popular because a

SECOND ERA OF AMERICAN CHRISTMAS CARDS

wish for the New Year may be incorporated with the Christmas message. Sometimes the calendar is in the form of a little pad attached to a flat card under the illustration and verse; but other styles show the twelve months of the year printed on the two inner pages of a folder with sentiment and design on the cover. There are also several forms in more expensive styles with the pad showing through windows, doorways and odd cuts in handsomely designed cards, — some of these show the last month, the present month and the next. Here is a sentiment which appeared on one of them:

GREETINGS TO YOU

Through the windows you will see
Three months exposed to view,
But you can't see the joy I wish
Throughout each day for you.

Blotters, attached with ribbon bows to specially designed fronts, bearing a scene, or holly, or other decorative design and suitable sentiment, have been popular for years; some of these are cut out in bell form and other shapes.

From a pretty little long narrow blotter we quote this verse:

GREETINGS WITH THIS BLOTTER

This blotter bears my greetings
And my best wishes, too,
For the happiest, merriest Christmas
That has ever come to you!

Perhaps bookmarks are as popular as calendars; at any rate there are many to be found, — some with bright ribbons run through slits at either end, others simple cards, and all bear designs and sentiments similar to the following:

A CHRISTMAS BOOKMARK

This little Christmas marker
Your place will gladly find,
And you won't have to keep it
Within your busy mind.

Family cards lead the "specials" in point of sales, the first eight selling best, which means that there are more designs and sentiments to choose from. By the first eight I mean Mother, Father, Sister, Brother, Daughter, Son, Wife and Husband; but a secondary group,

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popular and growing in demand from year to year, includes those for Aunt, Uncle, Cousin, Other Mother, Mother and Father (combined), Grandmother, Grandfather, Granddaughter, Grandson, Niece and Nephew.

Outside the relative cards, Sweetheart cards sell best, and many and varied are the designs for those we can call by that endearing title. A verse from a beautiful folder is quoted:

I love to send a greeting
To wish you Christmas cheer,
I love to wish you every joy
Each day of all the year.
I love to think that all I wish
Will happily come true,—
I love to hold you in my thoughts,
Because, dear, I love YOU!

Many cards "To My Pal" are sold, and we find among other special titles—"To the Mother of My Friend," "To the Home Folks," "From Our House to Your House," and "To My Girl Friend." A verse of the latter we quote:

I could send you powder
To dust your pretty nose,
I could send you bon-bons
Or filmy silken hose,
But you have loads of things like that,
And folks will send you more,
So all that's left for me to send
Is Christmas love galore!

There are plenty of golf cards, from one of which we reprint this thought:

The things that make us golfers nuts
Are all those blooming "if's" and "but's,"
And all that keeps me from the bacon
Is adding all the strokes I've taken.
That's me.

I know this constant "9-8-8-"
Will always spell my golfing fate,
But though my game is punk and sad
I know one guy that's just as bad.
That's you.

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Those who think of their friends across the sea early enough may find sentiments like this to mail:

TO YOU ACROSS THE SEA
You're far across the sea today,
But thoughts can travel, too,
So best of Christmas Wishes
Go with this card to you!

Neighbor cards are extremely popular and from one we find this verse:

CHRISTMAS GREETINGS TO OUR NEIGHBORS
From all the folks at our house
This greeting will convey
To all the folks at your house
Kind thoughts on Christmas Day.

Special cards for those born on Christmas are obtainable each year and the following verse appeared on one in 1924:

GREETINGS ON YOUR DECEMBER BIRTHDAY
Since December marks your Birthday
And the Christmas Season too,
May double joy and gladness
Bless that happy month for YOU!

So many people are sick and shut in at Christmas that there is an annual demand for cards to send, hence it is easy to find sentiments like this one:

INDOORS AT CHRISTMAS
I don't suppose you're going to feel
So very merry now,
But I wish you all the Christmas cheer
Your M.D. will allow!

For those who are in sorrow, there are always beautiful messages of condolence. The following was taken from a gray card with simple decoration:

AT CHRISTMAS TIME
I know your Christmas cannot be
A merry one, this year,
But I am hoping you may see
Something of its cheer —
Something of its kindliness,
Its hope and sweetness, too —
That your shadows may seem less,
Letting sunshine through.

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Even the baby on its first Christmas may have a special greeting; read this dear little message:

BABY'S FIRST CHRISTMAS

For Baby's first Christmas a greeting is due,
A kiss and a hug and other things too,
With a great deal of love, since I'm greeting today
A baby like you, on this Christmas Day!

And so we might go through the shops and find many other cards titled to greet those who require a specially worded message.

For those who are French and German or at least speak those tongues, there are special Christmas cards with captions in both languages; very few are in the form of verse, most people seeming to prefer the conventional sentiments. Some of these cards have a considerable sale, but the business is "spotty" and probably unprofitable to the publisher.

Swedish cards have been in demand in several cities for some time, but up to the present I do not know that any have been published except privately.

California is one of the best "card states" in the Union and for many years special cards bearing designs "without snow" have sold well in that state. Orange blossoms, California poppies, missions, landscapes and decorative designs bearing oranges, poinsettias, are to be seen on these cards. Suitable sentiments accompany each. Here is one taken from a handsome card with four little slips, each with an extra wish:

CHRISTMAS GREETINGS FROM THE LAND OF SUNSHINE AND FLOWERS

Every little "slip" you see
Is a Christmas wish from me,
Which I hope will brightly flower
In some sunny future hour.

Florida, too, calls for cards with appropriate designs and verses. So many of the regular cards have snow scenes, which Florida people have outlawed, that a demand has induced publishers to produce cards with tropical scenes and foliage and flowers with special sentiments. The following is typical:



A PRIZE DESIGN

Published by Louis Prang

SECOND ERA OF AMERICAN CHRISTMAS CARDS

SUNNY GREETINGS FROM FLORIDA

From "way down South" come greetings
To wish for you today
A bright and happy Christmas,
Perfect in every way!

Of late years there have appeared cards designed especially to be sent to the various fraternities, clubs and societies. Notable among them are those for Blue Lodge Masons, Knights Templars, Shriners, Eastern Star, Rotarians and Kiwanians. They usually bear the emblem of the organization and some Christmas decoration; but the Shriner cards are generally of a humorous nature. For instance, we see one with several thoughts individually illustrated, and we quote the wordings:

MERRY CHRISTMAS, NOBLE SHRINER

And may your Camel never want for a drink.
May you never wear your pin upside down.
May you have many a laugh through the "current" year.
May the Devil always be after the other fellow.
May the New Year be filled with "noble" music.

One for the Blue Lodge this year is in the form of a white apron with strings, on the "flap" of which is the square and compass and a holly decoration, while underneath is printed this wish:

To Temperance, Fortitude, Prudence and Justice,
The cardinal virtues we know so well,
May there be added Cheer, Mirth and Jollity
With every chime of the Christmas bell;
May you know Joy and Peace and Friendliness
While the glad holidays are here,
And find Prosperity, Health and Happiness
Waiting for you in the coming year.

Business houses for years have appreciated the opportunity that the holiday season affords for sending a card conveying the "Compliments of the Season." So we see cards with general designs published "in blank," that is, without sentiments, in order that special messages with the name of the firm may be added.

Some of the wordings used for this purpose follow, but of course they vary with the taste of the concern using them:

Please let this little card express
our good will and appreciation of
your valued patronage and best wishes
for the coming year.

THE ROMANCE OF GREETING CARDS

to give up the imprinting, with the result that cards may now be ordered up to within a few days of Christmas, for each dealer does his own stamping, or has it done. I do not wish to infer that it is safe to wait until the last minute before ordering, for it is the wise purchaser who orders early. He secures not only the best selection of designs, but also is assured of more care in having the name filled in.

From the simple little die-stamped holly designs we have seen through the last twenty years, a remarkable change has taken place. For a long time no one would think of sending out personal cards unless the design was of the die-stamped variety, with the name also stamped from a copper plate. These designs became more beautiful as each season rolled around, until it seemed as if there must come a halt; but genius and skill won out. Engraved designs are now wonderfully beautiful, and the quality of the workmanship seems to go forward with the increased charm of the designs.

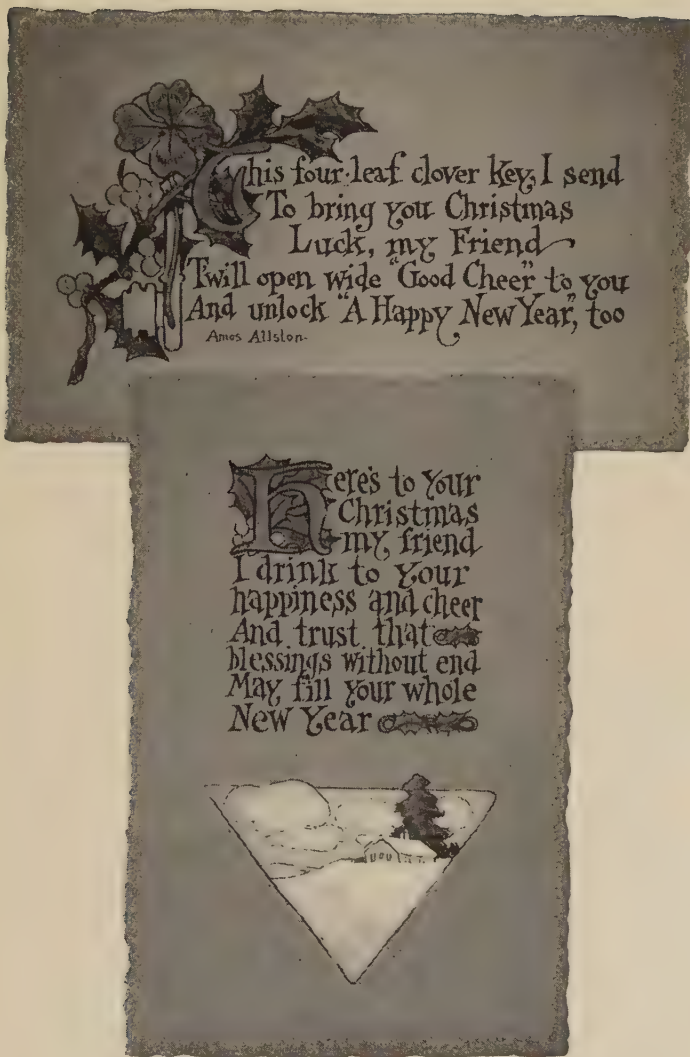
More people each year have their own sentiment plate engraved on copper. They have learned that it is practically impossible to match a name plate to the stamped sentiment already on the card. A suitable sentiment is selected, such as:

extend to you Best Wishes for a Merry Christmas
and A Happy New Year.

This is engraved in any of the various styles of type available, together with the name "Mr. and Mrs. So and So," at the top. When this plate is stamped on the card, there is no chance that the name will not match the sentiment exactly, for it is all done at one time and the same engraver cuts both. After the initial cost of the plate, it is no more expensive to stamp than a single name plate and the same plate may be used year after year.

This method is a great advance over trying to match one's calling-card plate, properly engraved though it may be, to the style of type on the personal card; and what is poorer taste than to stamp a shaded Old English name plate underneath a sentiment in script, or vice versa?

Within the last few years there have been many designs published for personal cards with the thought or conventional message engraved in what is commonly known as a "neutral" style, that is, a nondescript design of type, not similar to any used on card plates. Such cards



A PAIR OF AMERICAN CARDS

Published in 1910 by the Author

They were printed and hand colored on handmade
 deckle-edged cards from Italy



A GIBSON ART PERSONAL CHRISTMAS CARD

Published in 1926



THE BUZZA COMPANY ISSUED THIS DESIGN IN ITS 1926 LINE

PERSONAL AND PRIVATE CHRISTMAS CARDS

usually have a panel in which the name may be stamped or printed from any card plate or from type. There is no matching, no difficulty, no disappointment at poor results and, personally, I believe this is the best style of card to use, unless one has a sentiment plate and name all on one.

Many designs used on modern personal Christmas cards could not have been given away a few years ago. The public have wanted color and lots of it on all commodities, and cards have been no exception. We see today a great variety in the sample books, where the greater part of the upper portion is devoted to design. Others are almost entirely covered, with the exception of the panel containing the message. This does not mean that the more simple engraved styles have been discontinued. There are still plenty of them, but life, animation and color are in the ascendency. Cards may be had in larger sizes also, although the big card has every chance of being ruined in the mail. Folders there are, too, for those who desire them, and the cover designs are very beautiful, all-over patterns predominating, with colors and bronzed and relief printing to make them more attractive.

Publishers have endeavored to furnish styles of engraving to match all varieties of card plates, but naturally it is impossible to show each design in seven or eight styles. An illustration preceding page 129 shows the various styles in their present order of popularity. The shaded Old English easily leads because it seems most suitable for Christmas cards, and script is a close second because of the great number of card plates engraved in that style. Shaded Antique Roman is stylish for wedding invitations, announcements and card plates at the present moment, although it is a very "condensed face" for the purpose, the letters having the appearance of being crowded together; and the lines, being short, do not look well on some cards where the space for the sentiment is wide.

One of the greatest changes that has occurred since the personal card first became popular is the demand for cards and folders suitable for filling in the name from type instead of from an engraved plate. This has come about largely because of the nature of the designs, which really should be matched up with type if harmony is to be obtained. Here we see almost poster effects, finely done of course, but still too broad and colorful for the dainty hair lines of the steel-engraved plate. Then there are many designs similar in technique to the Old English or Dickens style, etched effects and printed, to

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which should be added one of the several type faces which go with them. Whole books of these cards are now found in most shops and, although engraving will always be used, there is a charm about these designs that is unobtainable in the engraved styles.

A word about the sentiments on personal cards. From the very beginning we find the general message "With Best Wishes for a Merry Christmas and A Happy New Year" most popular. Of course this has been changed to give variety of wording. The card for individual use generally bears a verse; but when it comes to ordering one hundred or more cards, all with the same verse, which may have expressions that might not suit all one's friends, that is another matter. Yet, take the following. Does it not say precisely the same thing as the general sentiment, but more daintily?

Only a simple greeting,
But it brings a wish sincere
For the happiest kind of a Christmas
And the finest sort of a year.

There's an added charm and sincerity about a wording that rhymes. But it is a difficult matter to find personal Christmas cards with suitable verses that say enough but not too much.

The demand for personal Christmas cards has increased to such an extent that facilities for engraving new name plates and for stamping cards are taxed to the limit for at least six weeks before Christmas. The one desire, therefore, on the part of dealer and publisher alike is to receive orders from the senders earlier. To insure the best selection and workmanship, such cards should be ordered in September, or by October 15 at the latest, thus giving the overworked engraver and stamper a chance to sleep a little more toward Christmas.

PRIVATE CARDS

With the first idea of the Christmas card in England, there appeared special private cards, usually made by artists or engravers for their individual use. Such cards naturally embodied the designer's taste in things artistic, his whims, hobbies, home, pets and so on. They varied with his life and environment. Some were pretty, even beautiful; others were just the ordinary ideas of the sender put on paper or cardboard in the least expensive method.

Cards in small editions, as these always have been, must of necessity be reproduced by the easiest process. Consequently we find most

PERSONAL AND PRIVATE CHRISTMAS CARDS

of them printed from what are known as "line plates," "half-tones," "photogravures," "etchings," or engraved on copper and steel. The "line cut" is the cheapest and for all ordinary purposes the best, because all one needs is the pen-and-ink drawing from which the "plate" or "cut" can be made. Any printer can run off as many cards or folders as may be desired, a little or much hand coloring may be added, and you have your real private card.

The costliest part of this operation is having the drawing made. It may cost from five dollars up, according to your designer and the amount of work necessary to secure the desired results.

"Half-tones" are not so satisfactory, because they are usually printed on a coated card stock, which takes away much of what is called the artistic. Where a picture of a house, an interior, or any photographs must be used without redrawing in pen and ink, a half-tone may be made and printed on an India tinted paper and then "tipped" on to a deckle-edged card or folder on which the name and message is printed either from type or from a "line plate." If you are willing to spend extra money for a hand-drawn message and name, this gives more individuality to the card. Sometimes, if the negative of the photograph is the correct size, or a card and envelope can be found of suitable shape, photographic prints are secured and "tipped" on, the sentiment and name being added as in the "half-tone" card.

Christmas cards made by the "photogravure" process are, if the picture to be used is good, handsome and stylish. The plate may be made from a photograph or from a drawing, which is then usually printed in a shade of dark brown on handmade paper or card stock with deckle edges. The result is a picture, soft and charming, paneled by the plate itself. The message may be incorporated with the photogravure plate or added from type or from a copper plate—the latter is preferable. Many pictures of homes, doorways, interiors and so on are reproduced by this method—the cost is high, but, if one can afford it, there is much satisfaction in sending out a card made by the photogravure process.

Etchings are of course very stylish and very beautiful, if the subject to be reproduced is good and the etcher one who knows his art. There is a quality about the special etched Christmas card which may not be found elsewhere; but the workmanship must be of the best to justify the expense. Briefly, the process is as follows: The etcher

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is furnished with the photograph, or better still makes his own drawing on the premises of the subject desired. He then etches the picture on copper and the cards or folders are printed direct from this plate, the message and name are added to the plate itself if desired, or they may be stamped under the picture, if it be a card, or stamped on the inner page, if it be a folder; in any case it ought to be done from a copper plate. Buff or India-tinted handmade paper with deckle edges is generally used; the ink of course is brown and the plate itself produces the "plate mark."

Very few special cards are "cut" in steel or copper because of the expense involved. A drawing or sketch of the desired subject is first made and transferred to the metal, the engraver then "cuts" or engraves by hand the entire design, together with message and name, after which it is hand stamped on the card selected. Where expense is no object, the engraver "cuts" as many plates as there are colors to be used; but usually one color is stamped and any other embellishment is added by hand.

Intaglio plates are sometimes made for private cards. They are similar to etchings, but any good photoengraver can make them either from drawings or from photographs. These plates are of copper and are stamped or printed in the same manner as an etching, in black ink or brown or sometimes dark green. Tinting may be added if desired.

Facsimiles of one's handwriting are often made into plates, either etched on copper or reproduced by the photoengraving process. Such messages may be used with a design, or stamped or printed on a flat card without decoration other than a plate mark, which always sets off a plain card. If used with a design, it is best to place the facsimile on the third page of a folder, having the decoration on the cover, for one's handwriting may not go well with the design.

The private Christmas card, if nicely executed, or if conveying the personality of the sender, may be made one of the most fascinating of arts. A person with originality, with ideas and a will to use them, can always be certain that such cards will have a welcome. The message must be selected with care. It would be, to say the least, discourteous to send a private card bearing an ill-expressed and commonplace message to friends and acquaintances. On the other hand, if one can originate a clever message that will apply to all one's friends, relatives and acquaintances, the expediency of the private card, as a medium of transmission, is beyond question.



ABOVE, THE 1926 CHRISTMAS DESIGN FOR KING GEORGE OF ENGLAND
BELOW, THAT OF THE PRINCE OF WALES

Both specially made by Raphael Tuck & Sons of London

PERSONAL AND PRIVATE CHRISTMAS CARDS

One could not say this, for example, to the friend who lives in a lodging house or is so unfortunate as to live alone in a hotel:

Christmas Greetings from the folks at our house to the folks at your house.

neither could one say this, in greeting relatives:

With the best of good wishes from the
heart of your friend.

and, again, one cannot with propriety say this to a long list:

"Take our love and a Christmas wish," etc.

You probably would not care to send a card at all if one of these would not be suitable:

Cordial Christmas Greetings from ——

Here's to your health, wealth and happiness at Christmas and at all times
or this from a horseman:

Up and away, my bonnie steed,
And over the roads we'll blithely speed,
Bringing best wishes glad and gay
To you for a Merrie Christmas Day.

If your name was Keer, could you be blamed for using this, at least for one Christmas:

Merry Christmas, Happy New Year, from
Miss Fannie Carpenter Keer.

If one might be privileged to inspect all the private Christmas-card designs made each year, it would not only be a long job but a mighty interesting one, for undoubtedly many super-unique cards are evolved by those willing to give time and thought and fortunate enough to be able to go to the expense which such cards cost.

Nowhere else are such elaborate and expensive private cards found as those designed and printed by Messrs. Raphael Tuck & Co. of London each year, for the King, Queen, the Prince of Wales and other members of the Royal Family of England. Paintings by famous artists are made to order, printed in full color from carefully made reproductions, and tipped to the covers of large folders, bearing the personal greetings of the individual members of the family. Usually

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these pictures are of historical events, carefully portrayed, and naturally are greatly prized by those on the mailing lists of Royal personages.

Just one word of caution, as I close a chapter which to me tells all too briefly of one of the most interesting and exciting of all the card industry. Don't put off till just before Christmas the ordering of your personal or private Christmas cards. Give the designer, plate-maker and printer a working chance and, having finished them, mail them in plenty of time for the overloaded carrier to deliver before Christmas. This applies to all Christmas cards.



Remembering One's Friends on New Year's Day



FOLLOWING, as the New Year does, close on the heels of the Christmas season, there is a certain falling off of the card-sending spirit, for those who remember their friends with Christmas cards certainly do not wish to follow immediately with New Year cards. On the other hand, there are many who prefer to send New Year cards rather than Christmas cards, and so we see a great variety to choose from.

As was pointed out when writing of the early English cards and those published by Prang in America, New Year wishes were incorporated in the same designs as appeared on Christmas cards. But the modern American publisher prefers to furnish new designs and new sentiments for this occasion. In the chapter on "Gift and Thank You Cards" will be found some space devoted to combined "New Year Greetings and Thanks for Gift" cards, which form so important a part of the New Year card-sending habit.

Naturally those who receive cards at Christmas from those to whom they did not send one, turn to the New Year cards for reciprocity; also they may send them to Hebrew friends and others not interested in Christmas. All in all, then, there is considerable card sending at this season. Many purchase their "New Year" and "Thank You" cards when selecting their Christmas cards, hence dealers everywhere display them during December, but the bulk of the buying comes between Christmas and New Year's Day.

Grandfather clocks, steeples with clocks, bells, winter scenes, open doorways, crowds of horn-blowing and confetti-throwing people, floral designs, some holly and other symbols of the day form the principal motifs for designs. The date of the year seldom appears because the card is useless if it remains unsold after the season is over.

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The less expensive cards were the pioneers, five and ten cent predominating, with verses similar to this, which, like many others, had a clock entwined about with holly for its decoration:

NEW YEAR WISH

So may the New Year be a happy one to you,
Happy to many more whose happiness depends on you. —
So may each year be happier than the last.

Fifteen and twenty-five cent cards soon began to sell and are now leading the procession. A typical verse taken from a brightly colored card with happy people waving to a cupid coming over the brow of a hill reads:

A VERY HAPPY NEW YEAR TO YOU

May you be very happy
As the New Year swings in sight;
And keep on being happy
While its days are taking flight.

Another short one, but having for its decoration an old caravel, which might have helped to make it sell (for all boat designs are very popular today), reads:

May your ship come in this year!
Happy New Year.

Cards for special purposes are to be seen in goodly numbers — for Mother, Father, Sweetheart, Pal and others, and there are some with specific titles like this, with a winter landscape decoration:

NEW YEAR GREETINGS THAT CROSS THE MILES

With friendly smiles that cross the miles
These New Year greetings will convey
A wish sincere for joy and cheer
And happiness for you today.

Humor in New Year cards is popular, and many different smile-producing cards are to be seen. I will endeavor to describe one of them. Across the top is a band of joy makers blowing horns, throwing confetti and welcoming in the New Year, and scattered about are a circling airplane, a frivolous automobile, a speedy motor boat, a bank book full of money, a joyous man who has just "got China" on

REMEMBERING FRIENDS ON NEW YEAR'S DAY

his radio, and his wife, who answers "so have I" and displays as proof some dishes she has washed. The sentiment is as follows:

WITH HEARTY NEW YEAR WISHES

Plenty of friends and plenty of fun,
Plenty of everything under the sun
To furnish life with plenty of thrills
And plenty of cash,—but mighty few bills.

Naturally, card publishers utilized the calendar on New Year cards, and each year sees a new crop of ideas embodying the twelve months of the coming year. The selling time, however, is so short between Christmas and New Year's Day that many of the designs bear a combination sentiment entitled "Season's Greetings," in order that they may be sold either as Christmas or New Year's greetings. Such novelties have been described in the Christmas Card chapter.



Valentines



IN the search for the real origin of St. Valentine's Day, historians and writers have traced back to the pagan days of ancient Rome, where in the Lupercalia, in honor of Pan and Juno, the custom of young men and maidens drawing names from an urn or bowl to learn who their valentine was for the year to come. This event always occurred in the month of February and as the 14th of that month had been named in honor of several Saints by the name of Valentine, it is possible that after the coming of Christianity the drawings took place on that specified day.

There were at least five Saints Valentine and some say seven, but the strange part of the whole matter is that the life of none of these Saints gives the slightest clue as to why the day should be named after him. It was primarily a day for the free avowal of one's love.

One sage goes back to three Egyptian words from which the word "valentine" might have been derived, but after all what does it matter? We have a day, which has come down to us from heaven knows where, and it is and always has been a day set apart for lovers; the very birds of the air are said to choose their mates on this day. Let us see what has happened to make a background for our present valentine greeting cards.

To go back to the lotteries. The Church naturally frowned upon pagan custom, therefore at one time Christian lovers drew the names of Saints and for a year were supposed to be under that particular Saint's protection. But who can turn youth away from an old custom around which pleasant and romantic memories cling? The lottery persisted, and in some sections of the old countries we may still see it in operation on the 14th of February. The sending of love messages was the natural sequence, and down through the Dark Ages those who could write, sent their loves words burning with love, and those who couldn't sent symbols and objects denoting their undying fondness

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for each other. To add to the fascination and romance of the exchange of such epistles, hollows in trees were brought into service, and a thousand other hiding places discovered. Anonymous communications there were galore, in fact who would dare indite the flaming thoughts of love that are to be found here and there and sign their own names? No, that too added to the witchery of the day.

The *billet-doux* of the Middle Ages was followed by messages in verse, as witness this quaintly spelled rhyme written during the fourteenth century by John Lydgate, in praise of Catherine, the wife of Henry V:

Scynte Valentine of custome yeere by yeere
Men have an usuance, in this regioun,
To loke and serche Cupides kalendere,
And chose theyr choyse by grete affecioun,
Such as ben move with Cupides mocion,
Takyng theyre choyse as theyre sort doth falle;
But I love oon whiche excelleth alle.

In the sixteenth century, it is a matter of record that St. Francis de Sales, head of the church in England and a great prelate, severely forbade and condemned the custom of sending valentines, but all in vain.

Shakespeare causes Ophelia to sing:

Good morrow, 't is St. Valentine's Day,
All in the morn betime,
And I a maid at your window,
To be your Valentine.

It seems that about this time in the world's history it was the practice on valentine's morning to go out of doors and challenge the first person of the opposite sex who came along; the person thus challenged was required to make a present to the challenger. "Good morrow, 't is St. Valentine's Day" were the only words spoken, and one may surmise that many a maiden and swain used every subterfuge to meet only the one who was already desired.

In 1667 Samuel Pepys, that incomparable English diarist, wrote of the first valentine that had come to his attention: "I do first observe the drawing of mottoes as well as of names, so that Pierce, who drew my wife's, did draw also a motto. Her motto was most courteous

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and most fair, which as it may be used for an anagram upon each name, might be very pretty."

So you see as early as 1667 people were beginning to draw and hand-letter certain valentine messages, although none were published for sale. They were all homemade, and in the days of quill pens and dear postage the transmission of valentines through the post was an expensive luxury. The amorous swains of that period had to content themselves and their idolized fair ones with thick sheets of gilt-edged letter paper, — envelopes had not then come into use. The first page of each sheet was adorned with a gilt cupid, carefully gummed on, surmounting a few lines, the favorite formula commencing in terms still held sacred to Saint Valentine: that because the rose is red and the violet blue, therefore the sender is sweet as sugar.

Little pictures were pasted on in such artistic fashion as the maker or sender chose. One of the first and subsequently the most popular of all pictures, other than Dan Cupid and his bow and arrow, was that of a loving couple seated under a bower of flowers, with a church in the distance. This standard picture still shows up from year to year and is as staple to the lace valentine as the Three Wisemen on Christmas cards.

As we are not all gifted in the art of writing verses and as that seems to be the one true medium by which we gain admission to the heart of our valentine, we hear later of those who were willing to sell their wares to the more unfortunate. In 1797 a book appeared in England called "The Young Man's Valentine Writer," filled with sentiments of all kinds, the idea being that the would-be valentine maker, not being a Shakespeare or a Chaucer, could select a suitable verse or rhyme from this book and transcribe it on his valentine.

In another book, "The Beauties of Hymen," published by A. Kidwell, London, early in the eighteenth century, were verses and answers for every sort of feeling, from the heaven-sent love and affection to the deepest of hate and abhorrence. From books such as these, of which there were not a few, we can picture a young lady, perchance mending socks or doing any of the work that must be done, but with one eye out of doors, waiting for the postman; for by this time, mail was being delivered. It is Valentine's Day and she is hoping for a message from a certain young man who is now a full-fledged bricklayer. Finally he comes, this public-spirited man, giving away sunshine, clouds and rain here, there, everywhere. It is a poorly made valentine that she tears



AMERICAN PRIVATE CARD
USED IN 1926



ENGLISH PRIVATE CARD
BY E. SLOCOMBE



A COPPER-PLATE ETCHING OF A HOME IN NEWTON, MASS.

Privately issued in 1924

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out of its crudely made wrapper, but it might have been made by Raphael himself as far as she is concerned, for it is from her lover and this is what she reads:

TO MY VALENTINE

With mortar and trowel,
You know I do no ill,
But a mansion can raise very high;
Then, sweet Valentine,
If you will be mine
You shall have a fine house by and by.

Not over-elegant verse to be sure, but to the young lady it is a literary masterpiece, a gem. Alas, it must be answered, she never could write a poem, and mere prose will never do on a valentine, so leaving her work undone, she rushes to the nearest bookstall to buy the book she knows of, but has never seen. Here it is, a small affair cheaply printed, but a hasty glance and a crown would have been little for such a book. She pays sixpence for it, however, and hurries home, where after several copies are made she posts this "answer" by a little brother:

DEAREST VALENTINE

My charmer, my sweet,
I will kneel at your feet,
And to your fond wishes incline:
Your mansion so great,
So charming and neat,
Will please your own Valentine.

You see the book she bought for sixpence contained all sorts of valentines suitable for all trades and professions: lawyers, sailors, shoemakers, soldiers, weavers, fishmongers and glaziers, to say nothing of those for "gentlemen," "young men," "ladies" and so on. Here is one "from a doctor":

The pains which I endure
No medicine can cure;
No drug that I can find
Can heal my lovesick mind:
Come feel my pulse, my dear,
And banish ev'ry fear;
Unto my wish incline
And be my Valentine.

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Now take your choice, is the answer "Yes" or "No"? She throws him down cold, and copies this:

Dear Doctor, your advice
You need not give me twice.
I drugs and physic hate,
So prithee cease thy prate;
You ne'er will me obtain,
Your courtship is in vain;
I never will incline
To be your Valentine.

From another small volume with thick cardboard covers, selling for a few pence, we find valentine verses under such titles as "To a Bad Dancer," "To a Conceited Man," "To an Impudent Fellow," "To an Old Lady," "To a Coxcomb," "To an Old Maid," "To a Stingy Fellow," and others covering many characters on the stage of life. All are interesting, many funny, others are heartrending,—read this one entitled "To a Lady with Bad Teeth":

You have one fault, I tell you plain,
No remedy you can obtain,
Except you from a dentist get,
Of teeth, an artificial set;
Whene'er you laugh, I am in pain,
Then ope not your mouth again.
And if a cough or other cause
Unluckily expose your jaws,
For fear the curious may explore it
I pray you keep your hand before it.

As late as 1876 Marcus Ward & Co. of London published "The Quiver of Love," filled with verses apparently for those who "made their own." The two following were taken from this interesting little book:

I dare not ask a kiss,
I dare not beg a smile;
Lest, having that, or this,
I might grow proud the while.

No, no, the utmost share
Of my desire shall be
Only to kiss the air
That lately kissed thee.

—Robert Herrick.

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For those who desire to make their own valentines today, there are boxes on sale containing an assortment of lace paper and colored designs of various kinds. These, however, are particularly for children to use, and it is doubtful if our young ladies and gentlemen would go to the bother of making valentines, even if their sweethearts or friends would be satisfied with them.

The story is told in an old book dated 1820 of a man who received a package on Valentine's Day, which proved to be a rib bone done up neatly in a choice piece of silk, attached to which was a long verse ending with these two lines:

No more, that all life's joys are vain
If thou this hint despise.

Surely we find originality, if not elegance, in this unique valentine.

From out of the misty beginning of the nineteenth century came the first published valentines of the filmy, lacy styles, always so alluring and, to my eyes at least, the ideal of what a valentine should be. To those born within the period 1850 to 1890, I am sure the lace valentine is symbolic of the day, is part and parcel of it, and whenever they think of it, they see the dainty exquisite whiteness of layer upon layer of lace paper, cornered with bits of color in the form of love birds and hearts and arrows and tiny pictures, with a larger illustration of two lovers in the center, seen through the opening of the hinged medallions of lace frills.

Publishers may have marketed their first endeavors earlier than the year 1800, but the inventor of the lace-paper valentine is lost in obscurity.

The older the valentines, the more of courteous profession of attachment we see in them. There is an air of sacredness and sincerity, with which perhaps the passing years have invested them. This is all the more impressive if they have been hoarded away with other treasures, and are brought to light long after the participants have passed away. Of the older known publishers, perhaps Kershaw made the daintiest, but R. Canton and B. F. Lloyd have left behind them beautiful examples of the lace valentine art.

No story of this kind would be complete without mention of the small but choice collection of antique valentines, made by Alice Van Leer Carrick of Hanover, N. H. Her descriptions of these have been ably set forth in two numbers of *Country Life in America*, one in *House Beautiful*; and a chapter in her own book, "Collector's Luck,"

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is entitled "Old Valentines and Silhouettes." Mrs. Carrick's valentines are the fortunate discoveries of a real collector of antiques—she has an uncanny talent for nosing out unusual places and finding things that others would search the world for vainly. From old trunks, old books and dusty bookshops came her treasures of lacy paper, satin and the more ordinary thin cardboard used as folders.

One of several, made by hand on actual satin adorned with paper flowers, bears a tiny purse, which when opened discloses a folded paper upon which is printed in fine gold letters:

ADVERTISEMENT

Wanted, a wife of amazing perfection,
Of astonishing wit and docile affection,
Of original mind and of great cultivation,
With a proper respect for the lords of creation.

She must have a sweet temper, for mine is not even,
Her eyes must be blue as the azure of heaven,
With rose-tinted cheeks and a smile full of sweetness,
And in dress she must pay great attention to neatness.

She must understand cooking in various branches
From *à la mode* beef down to venison haunches,
Must be swift with her needle, a skillful musician,
An artist, a linguist, a mathematician.

I'm crooked and grouty, I'm old and I'm ugly,
My name's not romantic, Melchisedec Pugly,
But I'm worth half a million; with such an attraction
I yet may set girls at the verge of distraction.

A glistening white creation, with Cupid standing within a border of flowers before the doors of an ivy-covered stone church, carries an engraved verse, which is typical of the machine-made styles, once in vogue:

Cupid with his Torch on high,
Points to the Church, where you and I
Will one day pledge our troth.
May we meet no ills, to annoy
Our wedded life, but all be joy,
And happiness attend us both.

Valentines, especially for children, should have an element of surprise about them, and many have little doors open upon other things—cages which hide doves and lovebirds, ships, the sides of which fold back to display cupids. There is another that, to quote her



A COLOR PRINTED VALENTINE

Published by Lloyd of Edinburgh. The colors of the original are rich and lovely

A most amusing feature is the printing in the ribbon at the top:

"Beneath religion's cloudless sky,
The virtues bloom, the vices die."

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own description, "is a lacy, yellowed Kershaw which was found in an old book. This has a deep creamy border of delicately patterned paper; in the center more lace with charming gilt arabesques and, set in a silvered wreath, a small convex glass perhaps an inch and a quarter in diameter. The pretty accompanying sentiment reads:

Reflected in this mirror see
All that's beautiful to me.

Surely the most beguiling phrases that any sweetheart could utter! The glass must have been unusually well chosen, as there is no sense of distortion so easily possible as in these small mirrors. I look in it now and wonder what fact was first reflected there; blue eyes or brown, raven locks or golden curls. If I tried some St. Agnes Eve, perhaps I'd see!"

Verses like the following are rare in these days, but the valentines of yesterday were not complete without such tokens of love:

Her love a maiden cannot speak,
Howe'er she may incline,
For modesty would burn the cheek
Of thy fond Valentine.
But thou canst not my blushes see,
While these true lines unfold
My heart's wish to be bound to thee
By love's rich ring of gold.

Or this one, in eight lines:

I love thee as I love the first
Young violet of the spring,
Or the pale lily, April nurs'd
To scented blossoming.

I love thee as I love the full
Clear gushes of the song
Which lonely, sad and beautiful,
At nightfall float along.

A Kershaw, with embossed edge of gold and white and an oblong of blue enclosing a strip of gauze embellished with gold and green and silver tinsel leaves and gay cloth flowers, bore this message for the bashful youth of the last century to use:

If thus unseen I dare to woo
Doubt not my honor nor intent,
But let this truth remembered be —
True love is always diffident.

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Valentines for soldiers and sailors were among her "finds," and of course they were made in England many, many years ago. The colorings are rather crude, but what can one expect in the publications of those days? What will people say of ours seventy-five years hence? A sailor stands with British flag in hand, while flying toward him comes Dan Cupid. Underneath are these stanzas, which one must admit are, for a valentine, excellently written:

My fond one, my true one, ere yet from the shore
The sails shall be filled and the tars ply the oar,
Ere the sails of your vessel be spread to the wind,
Bethink thee the true heart thou leavest behind.

I will pray for thy welfare by day and by night,
In the darkness of storm and the perils of fight,
And all I would ask in my fondness for thee
Is that sometimes thy thoughts may be wandering on me.

Farewell, gallant Sailor! dear child of the wave,
In the storm none more active, in the battle more brave!
My spirit goes with thee all faithful and true,
Adoring and loving my gallant True Blue!

Would that space permitted further description of this charming collection, but it must be left to some more extensive work on valentines and their makers, which I hope some writer may sometime publish.

These old-time publishers did not rely only upon the filmy lace paper and poorly done lithographs to give beauty and color to their valentines. Notice plate facing page 68, which shows an exquisite design in embossed and cut-out paper, to which is attached, by tiny unseen pasters, an artificial green leaf in the center, surrounded by wild roses made of pink cloth and leaves in green to harmonize. The inner page was left entirely blank for the sender to write any sentiment desired.

The illustration opposite page 68 gives very little idea of the beauty of the old original found in the British Museum. It was apparently published about 1825. It consisted of a single folder, blank inside, with lace-paper cover, to which was attached by an old-rose silk ribbon a spray of several gauzelike leaves, among which perched two tiny artificial doves. Through the bow, now flattened by its long pressure between the leaves of a huge book, was a golden pin from which floated a miniature banner bearing the words "A Souvenir." Such valentines

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must surely have been sent packed in boxes, for the spray of imitation leaves was not intended to be pressed flat to the lace paper.

Oh! come to Love's fountain and sip in the stream,
And the heart you adore shall be thine;
Haste, come to Love's fountain, where true love doth flow,
And again meet your dear Valentine.

This sweet sentiment appeared on an old valentine seen in a shop on the Strand, London. It was part of a large collection gathered from the four corners of that great city. They were not for sale at any price, but were gladly shown, and admired by both the searcher and the collector. Delicate and elaborate were most of them and the messages breathed sincerity in every line, so much so that one would fain copy some of the verses, were they not filled with words little understood here in America.

One extremely interesting sample of what was considered an up-to-the-minute number, seventy-five or more years ago, consisted of a lace-paper medallion, something like a doily, on which was mounted a nosegay of flowers lithographed in color on thin cardboard. Tiny pictures, also in color, were hidden away under the seven groups of flowers making up the bouquet. These pictures portrayed a small boy, a larger young man climbing snow-clad mountains, a little girl chasing a butterfly, the same girl grown into her 'teens and caressing a dove; next the wedding of these two, then another showing them as happy parents, and finally as grandparents. So you see the designers of old valentines were not content to stop when they had illustrated two lovers, but must at times show what the future may bring forth. I wonder how such valentines would sell today?

Mechanical arrangements were used extensively, even in some of the valentines not intended as jokes or insults. Arms and hats and faces were made to move by pulling a piece of cardboard coming down from the movable portion; but naturally most of these were found among the comics or slam varieties.

This quotation from Shakespeare inspired a whole series of paper valentines, died out in the form of a glove:

Oh that I were a glove upon thy hand,
That I might touch thy cheek.

A circular-shaped card with scalloped edges, displaying eight or ten playing cards with a two spot of hearts in the center, informed the

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reader that "There is luck under the deuce." It seems the "deuce" could be lifted up and there underneath was the caption, "You and I."

Let us turn our attention to some of the old-time "vinegar" valentines, made by numberless publishers for countless persons who were either too young to understand the shameful slurs and slanders or too debased to care for the feelings of their victims.

The comics came out of the nowhere, along with the lace ones, the two super extremes of fashion that St. Valentine's Day has bequeathed to us of the twentieth century. They will always remain a blot on the escutcheon of the day; no lace and doves and bleeding hearts were ever attached to them. The illustration was always an atrocious cartoon of violent color. The reading matter beneath was usually an insulting, libelous and vulgar verse, although many are still in existence which may be termed slightly suggestive and more quietly humorous than anything else.

Here's a large picture of a man's face, for instance, in whose eye is the picture of a pretty girl; underneath is this word of caution: "Love not, for those you love may change." Upon looking at this strange valentine again, you discover a pull-down slip and automatically you lower it; but instead of the girl in the eye you see the picture of a poll parrot. It was no mean act to send this to a friend; you are but tipping him off to what might happen. But the next one you come to is the picture of a young man standing behind a high-back armchair, and this sentiment is printed below:

Coming events cast their shadows before.
To see thee, hear thee, call thee mine,
Oh my sweetest Valentine!

A pull-down device removes the back from the chair and reveals a young lady holding a dear little baby in her arms.

A young lady who cares little for an acquaintance and yet wants to let him know just where she stands might perhaps be excused for sending a valentine with laced-edge effect, in the center of which was a drawing of a penknife, while above was the title, "A Smart Blade," and beneath this rhyme:

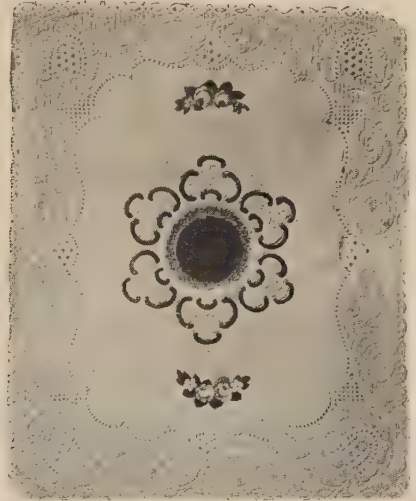
If the truth must be told
You cut it all too fine,
You're a smart-looking blade
But no favorite of mine.



See page 66 for description of these two



Valentine with Colored Print



In the center is a mirror

FOUR OLD-TIME VALENTINES

The upper two are from the British Museum. Those at the bottom are illustrated by permission of Alice Van Leer Carrick

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Some of the older creations took on gigantic sizes, and were printed in black ink from crude woodcuts poorly illustrating the verses. One of them portrayed a smirking damsel busily engaged in reading a paper-covered book, and this two-line verse screamed its message from coarse black type:

TO A NOVEL READER

A more lazy creature I have never met,
Always muddling your brains with a mad Novelette.

Another of those poster monstrosities with suitable(?) illustration has this kindly piece of classic poetry:

TO A VENOMOUS HUSSY

You're a double-faced creature and full of conceit,
For backbiting slander you cannot be beat,
Such a venomous hussy can seldom be found,
You are known as a vixen for miles around,
So don't try your tricks any more upon me,
For through *All* of them I can easily see!

Underneath the full-length picture of a dandy of 1830 was this four-line gem of the rhymster's art:

SHOCKING

Much thought on dress you do bestow
Yet only are for outside show
And wear without disgust or loathing
Ragged and dirty underclothing.

This cute little donkey design surely could do no one harm, for its tail and head are made to move by pulling on a slip protruding at the bottom; but wait, let's read the message:

Oh what in dullness can surpass
You and your counterpart, the ass!

There comes before us now a fashionably dressed lady in the silks and satins of the style of 1812, a grand dame, if our eyes mistake us not, printed on fairly good paper and done in all the colors the gown can stand, and here are the words, which would easily fit some of our present-day "flappers":

If my passion I ever declare
Your heart I should like to possess,
But alas, you've so little to spare,
All being devoted to dress.

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One opposite page 76 illustrates a typical comic of 1840, printed in black only, and crudely colored by hand in gaudy colors. It is one of a series addressed to every conceivable occupation and profession:

TO A RIFLEMAN

Your portrait, sweet Rifle, I'll hand to your view,
To speak truth and not trifle, 't is extremely like you,
In harness I'm sure you look like a hog,
You talk like a curé, — and who shot the dog?

In invasion, I'm sure, you'd be of no use,
Not one of your corps could charge at a goose;
So make up your mind, for I tell you in time,
Not one of your kind shall be my Valentine.

The picture of four bottles was the chief decoration on a plain card entitled "Cupid's Medicine Chest"; each bottle bore a label which could be raised, bringing to view a picture apparently symbolic of the label on the bottle. "Lip Stick" covered the picture of a young man kissing a girl; "Cordial" was the label over a man in front of a bar, drinking; "Niter" uncovered the same man, drunken and hanging to a lamp post; and the last, "Blue Pills," was portrayed by the man hitting the girl in the eye. Surely a fine valentine, or rather a refined valentine (?).

The last of the museum type I shall try to describe (published in 1864) is a visiting card attached to a larger card entitled "Your Carte de Visite, Sir." The message, two lines above and two below the card, read:

Your number's too many,
So pray, Sir, refrain
And your own Cart(e) de Visite
Don't show us again.

Underneath the "carte de visite" was the picture of a man pushing with all his might a baby carriage in which were four yelling babies. Nowadays, even if we could sell cards of this type, the publisher would be expected to furnish them with one, two, three or more babies, so that the message would fit any condition. How the old-time publishers could afford to issue valentines of such limited ideas is a mystery.

In the nineties and for a few years in the beginning of the twentieth century, huge numbers of "comic" penny valentines were sold in America. Printed cheaply, in several colors, on newsprint or little

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better, they were a disgrace to those who bought them and an insult to all to whom they were sent. A grateful public should thank God that the nuisance has gone and that a return to decency has taken place. Such filth was a blot upon the pages of history, and much credit for the transition to the clean and wholesome humor of the present-day valentines is due the American publisher.

Think of allowing an ignorant class, mostly young boys and girls, to buy such degenerate literature as these, which were bought all too recently:

OH YOU DOCTOR

You call yourself doctor. Well, any old fool
Can get a diploma who's gone to some school.
There are doctors that cure the corns on our feet,
And doctors who horses and crocodiles treat,
And doctors who call themselves osteopaths,
And cold-water cranks who only give baths.
And Chiropractors who twist and askew,—
Pray what kind of quack or a doctor are you?

THE OLD MAID'S BURDEN

With such a shape and voice and face,
Too soon you've found the "Jump-Off Place."
You've had your day, but now, shop-worn,
'T were better you had ne'er been born.

The injury done to sensitive souls by such cards as these has been incalculable. To return to them would be like civilization taking up the customs of the Dark Ages. Let us go on to something more pleasant.

Louis Prang & Co., of Boston, who made an enviable name in the Christmas-card business, also published valentines for a number of years, and although existing examples do not show that lace paper was used, they did produce some interesting valentines, ranging in price from five cents to two or three dollars.

The valentines described here were published about 1887, just at the time when silk-fringed cards were popular at the holiday season; hence we see the same idea worked into cards to be sent on St. Valentine's Day. There were also plain-edged cards and folders; but every design was beautifully lithographed in full color. Flowers, children, cupids, birds, butterflies, thoughtful maidens and a few young men

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were the principal decorations; ribbons there were aplenty on the more expensive styles, and cards and tassels held some of the fan-shaped cards together. Poems by Longfellow, Moore and others, as well as quotations from Shakespeare, were sometimes printed in addition to the message itself.

On the outer and inner pages of a folder with colorful design of flowers and landscape appeared these four quotations:

Goodmorrow, 't is St. Valentine's Day!

My love is like the steadfast sun,
Or streams that deepen as they run

I think of thee, dear love of mine,
The best of all that 's not divine.

Love sought is good, but given unsought
is better.

The illustration of the following sentiment was a handsome drawing of clover blossoms with realistic bees buzzing about:

Sweet lips and sweeter heart,
Should we part?
So to the clover sighs the bee,
And I to thee.

This sweet message, with floral decoration, must of course be sent by the young man in the case:

Kind and gentle, frank and free,
She's the Valentine for me.

The following two quotations were separated by portions of entwined flowers on a charmingly colored card:

Flowers are my fittest Valentine
Since they have beauty like to thine.

I would not wish any companion in the world
but You!

Around a dainty little child busily engaged in painting pictures from a well-filled paint box were roses and violets drawn in the

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most exquisite manner. This verse in hand-drawn letter appeared beneath:

I'm painting the sweetest flowers,
Wild roses and violets blue,
And I'm going to send them to someone,
I guess that someone is You.

Within a beautiful border of morning glories daintily colored, with a fringe of real silk forming a frame around the whole, we find this thought:

Clasp and twine, O graceful vine,
And frame a wreath for her hair,
Bud and bloom, and the air perfume,
For the fairest of the fair.

On the reverse side of this same card is a very handsome wreath of wild roses printed in many colors, with this message in the center:

O what is so sweet as a rosy wreath?
I know not unless 't is the wearer,
But if Thou wear it, the roses beneath
I know will be sweeter and fairer.

High-priced valentines could be had for those who desired them and, although it is difficult to describe quality of paper, ribbon, design and general get-up, you may be sure that a certain folder of Prang's, published in 1887-1888, with a simple gold-stamped cover entitled "St. Valentine's Day," was well worth the two or three dollars which the dealer must have had to charge for it. Bound within the heavy white cover were four cards, elaborately decorated and colored. Under a landscape on the first card was printed this brief desire:

SAINT VALENTINE'S DAY

To your especial care, Saint Valentine,
This token for my lady I consign
With tenderest hopes.

The second card was in the form of a cut-out border with a piece of real silk pasted in the center, on which was lithographed in colors the same border of morning glories above described and the same sentiment, "Clasp and twine," etc., while on the third card appeared the portrait of a lovely red-haired girl. On the fourth and last page was a colorful landscape of apple trees in the full bloom of spring. The whole was tied together with a heavy cord and tassel.

Space does not permit the description of other interesting designs

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and sentiments appearing among the Prang publications, many of which would be salable today if it were possible to reproduce them.

So much for the old-time valentines.

Since the advent of the present-day greeting card, there has come about a great change in what is demanded in valentines; or is it because the twentieth century has brought about vast changes in temperament? Be that as it may, the messages desired today, at least those for sale, lack both in physical and spiritual make-up the love tokens of the last century. As for the comics, the slams, no doubt they have passed forever. This does not mean that we have no humorous styles, for the shops are filled with them, but they are good-natured jokes and twists of words made up out of any present-day slang. There are none of the insults that flowed for a few years into this century, but which remain unsold on the valentine counters, wherever a dealer may have a few left on hand.

Prior to 1914 great quantities of valentines were imported from Europe; but the Whitney Company of Worcester, Mass., successfully competed with the tawdry stuff that came over the water, and with twenty or more new publishers in the field at the beginning of the war, a few of whom published valentines, there was the beginning of a new style in valentines.

Quite naturally they assumed more the aspect of our greeting cards and during the years of the war, with foreign styles out of the market, people became accustomed to the American ideas of design and to the sentiments which were written in a friendly way rather than in the style of the love thoughts of our more romantic cousins across the water. Up to the present there has been no apparent importing of European valentines and I have my doubts if they could be sold here, unless they incorporated American thoughts and sentiments.

The first valentines in this new period of American publishing were in the form of cards like those illustrated opposite page 80, simple in design and coloring but embodying a new thought in sentiment,—the spirit of friendliness, the up-to-the-minute American humor, clean and wholesome.

Both of these cards were colored by hand, for sales in those days did not permit much color printing, although the humorous one contained the words "My Valentine" in red ink. Red borders gave them a bright, valentine touch. Red is much used in all our valentines and decorations.

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A VALENTINE FOR YOU

I've come to be your Valentine.
Across the miles I flew,
With greetings from a friend of mine
Who thinks a lot of you;
If you can read my post-mark,
Who sent me you can guess,
But anyway, I've come to say —
I wish you Happiness!

If you will be My Valentine
I'll meet your dearest wishes —
I'll sweep the flat and feed the cat
And help you wipe the dishes.

Soon we began to embody features contained in the old-time valentines, for custom is a hard thing to oppose. There was a distinct yearning for the lacy, embossed effects, and at first these were obtained by blind embossing borders around the edges of cards; but by far the greater part of the valentines remained either flat cards or handsome folders with designs on the covers and sentiments on the inner pages.

"Trick" stunts seem to belong peculiarly to St. Valentine's Day and from the very beginning mechanical creations were found among the showings of valentines. I remember a clever device of a window shade which, by detaching a tab, jumped out of sight, revealing a fellow and girl kissing. A rubber band did the trick.

A folder, the cover of which bore for its decoration a heart-shaped piece of sandpaper ribboned on, had for its title, "If I Only had the Sand." On the inner page this sentiment made a popular number of it:

Gee, but I like you, oh so much
I fain would hold your hand,
And win your promise to be mine,
But I haven't got the sand!

On a bald-headed man illustration there was a single real hair attached. This rather ambiguous message no doubt created many a grin: "Valentine Greetings, Old Bald Head. May it never grow less shiny."

The old idea of pulling petals from a daisy suggested the motif for a unique valentine in the form of a daisy, four of the petals of which were separate slips of paper folded. Each bore inside an extra senti-

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ment or wish, and this verse was printed beside the large daisy design:

I love you, I love you not,
List what the petals say,
Read them o'er, each one a thought,
Thru St. Valentine's Day.

Literally hundreds and hundreds of original mechanical devices were evolved by the inventive genius of designers. A book could easily be written on this subject alone, but we must hasten on. The war came with its special opportunities of designs and ideas, and you will find a few war-time valentines described in another chapter.

Shortly after the last guns were fired and peace had come, there was a revival of lace effects, but no longer did we see the verses of merry England, rather were we treated with messages such as these two, which are typical of what the American public liked, judging by the way they sold:

I'm thinking of you often,
I'm thinking of you hard,
And what I feel is something —
We'll call it warm regard.
If you can't guess the sender,
I face hard luck, 't is true,
For while there may be others,
For me, there's only You.

Sometimes I stop and try to count
The friends I like the best —
Sometimes I stop and try to think
What friends have stood the test —
But soon I get all fussy like
And don't know what to do,
But I'm mighty sure of one thing, friend,
One o' those friends is You!

Specialized thoughts like these two from a wife and from a husband began to take with the buyers of valentines, and handsome covers with lace effects must have caused a flutter of the old courting memories when they popped out of their envelopes:

Just why I bought this Valentine
I know not on my life!
Unless 't was for this final line,
"To Hubby from his Wife!"

Perhaps you thought that I'd forget,
As Husbands often do?
But when this Valentine you get,
You'll know that is n't true!



TO A RIFLEMAN.

Your portrait, sweet Rifle, I'll hand to your view,
 To speak truth and not trifle, 'tis extremely like you,
 In harness I'm sure you look like a hog,
 You talk like a cure,—and who shot the dog?

In invasion, I'm sure, you'd be of no use,
 Not one of your corps could charge at a goose;
 So make up your mind—for I tell you in time,
 Not one of your kind shall be my Valentine.

A TYPICAL COMIC VALENTINE OF 1840

Hand colored. From the British Museum

VALENTINES

Both were written by one of the happiest of writers, Hannah Wheeler Pingree, and I'm sure you'll agree that they are natural and suitable for the average married folks who have settled down to happy wedded life.

Who could help telling about a cute lacy valentine, with a dainty little lady carrying a bouquet and wearing a skirt of bright yellow fringed with scalloped lace paper? There she stood upon a heart, which bore this truly American message:

Valentine Greetings
To a married man
From the lady who married him!

Mother, too, came in for her own valentine, and as this verse intimates, she's always the best of valentines:

Long before I thought or knew of Valentines,
You loved me, Dear,
Nor set one single day apart for loving,
Yours was all the year;
Today I'm looking back again along the way
Your love made glad,
And yours my valentine shall be,
O best of friends my heart has had!

Strange as it may seem, valentines directed either by title or sentiment to one's sweetheart did not appear until about 1920, when they immediately took first place in point of sales. The messages, although sincere and even affectionate, were not of that "My spirit goes with thee, all faithful and true" variety, so common in the valentines of olden vintage, but were and are still similar to this one, which has proved to be very popular:

I need not say I love you,
For well you know I do,
I cannot count the many times
I think and think of you,
But every thought brings gladness
And Life holds brighter cheer,
And there's a song within my heart
Because I love you, Dear.

So we come to the present-day designs and sentiments, the age of jazz and color and bobbed hair and short skirts—is it not natural that the valentines should take on this care-free spirit, this abandon of true art, if there ever was such a thing? Color, more color, is the cry,

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more all-over design; cover up the paper with gold and silver and all the pigments in the paint box! And that is what we find. There's no occasion in all the year when such vivid effects are not only permissible but really appropriate and fitting. Red, gorgeous crimson-vermilion, symbolic of the day of hearts, comes out from the store windows to entice us within, where in all their glory, from the inexpensive five-cent varieties to the handsome dollar and two dollar and a half styles, the valentines bewilder us.

No wedding couples stand at the altar, as they did in the valentines of a century ago, but gallant ladies and gentlemen in full colonial costumes and beautiful floral designs with relief printing and die stamping in silver and gold. Colorful landscapes and solid red backgrounds beckon and cajole us into exchanging lowly cash for friendly thoughts done up in cards and folders and red and gold-lined envelopes. Having been attracted by the pulling power of color and a desire to remember our friends and relatives and perhaps a sweetheart or a pal, we take notice of the messages; that final stumbling-block, or so we thought before we started to read them. We then discover how thoroughly the card writers have anticipated our needs and how easy it is to make our selections.

One may purchase specialized valentines "For the Baby," "To Mother from Child," "To Daddy from Children," and "To the Child's Teacher." Then there are sentiments galore suitable to send mother, father, husband, wife, daughter, son, sister, brother, grandmother, grandfather, granddaughter, grandson and other mother, to say nothing of sweetheart messages.

It would be a pleasure to quote many verses and sentiments that are popular at this time, but I will reprint just the one suitable to send one's mother and father, as follows:

This greeting's for a precious pair,
The best sweethearts I know;
And to the home your love has blessed
My dearest wishes go.

I cannot refrain from quoting this excellent sentiment found in a valentine entitled "To My Pal":

When I think of those I like the best
That have been my friends most true,
And have made me glad to be alive,
I always think of you.

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Besides the above-mentioned specials, there are many suitable to be sent to people across the miles, to those who have a birthday on February 14, and to others who may be so unfortunate as to be shut indoors on Valentine's Day.

The higher-priced valentines consist mainly of those directed to individuals, — sweetheart, mother and sister leading. We see cut-out effects, lace paper, embossing and trick stunts in printing and die cutting to embellish and make them attractive.

This beautiful thought was taken from a \$2.50 valentine which had more resemblance to the old-style lacy creation than any I have seen recently :

The road to the east is passing sweet
Wherever it chance to wend;
The road to the westward lures my feet
Where the sunset colors blend,
But the dear little road I love the best
Is neither the road to east nor west,
It's only a road o'er the hillside's crest
With you at the other end!

The cover of this exquisite valentine, which was entitled "To my Sweetheart on Valentine's Day," is made on a basis of handmade deckle-edged paper from Italy with a dainty piece of embossed and cut-out lace paper attached and an old-rose ribbon matching the old-rose tints and the greens of some little cloth medallions in each of the four corners. In the center and peeking out from the opening is a hand-colored illustration of a couple in the costume of 1812. The sentiment itself on the inner pages is engraved on an old-rose paper done all over in golden pattern, and a hand-colored scene at the top further adds to its beauty.

As in the bygone days, novel effects and ideas are always looked for, and we now find little ladies with real silk skirts and dresses, in which are hidden away packets of sachet with thoughts something like this :

You know by this greeting,
Though words may be few,
How sweet are my thoughts
When I'm thinking of you.

Valentines with candy are popular with grown-ups as well as children, although the designs are mostly of the younger folks. A little

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boy and girl printed in becoming colors are standing back to back in one clever little candy valentine. Between them is tied a stick of bright red candy and underneath is this brief thought:

Nothing but sweetness can come between us.

On another, with a decoration of a cute little boy, a stick of candy is attached, with this sentiment:

A candy stick for you to enjoy
And a Valentine thought for a dear little boy.

Recently chewing gum has been pressed into service. Here is a bright red card of large dimensions, on which is a little colored boy with five sticks of gum attached to his arms, legs and body. The following message helps to make it one of the most popular valentines seen this season:

Ain't no use 'spearmintin',
Jes' save your time and mine,
Fo' Ah is your little Blackjack
And yo' is ma Valentine.

Up-to-the-minute humorous ideas are countless. To mention a half dozen or so, let us go through a store window in early February, 1926. Near the glass is a little cut-out picturing a house with a clothesline on a post, on which hangs a tiny little boy. The sentiment underneath reads:

DEAR VALENTINE:

I would like to be the washing
So I could hang around your house.

Another nearby is illustrated with one of the fiercest-looking cannibals to be found in all Africa, with rings in each ear, to say nothing of one in his nose. The caption is well chosen for the illustration. It reads, "I AM WILD about you."

We are told that a little boy standing among a garden of posies with the following sentiment has been a popular number for several years:

VALENTINE GREETINGS

Ain't got nothin'
Never had nothin'
Don't want nothin'
'Cept You!



TWO EARLY EXAMPLES OF RUST CRAFT
 VALENTINES

Published about 1910

VALENTINES

Toward the back of the window but in plain view is a little valentine with a little gray kitten rubbing up to a little mongrel pup, who by the glance from his wide-open eyes seems to say just what is printed below:

Don't purr around me unless you mean it.

Beside the little dog and kitten is a design showing a forlorn-looking young lady sitting on the running board of an automobile, the rear tire of which is flat. Underneath, the message appropriately says:

I not only like you
I need you.

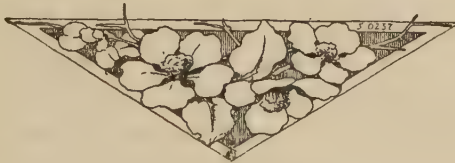
Just as we are turning away from the window a ray of light strikes an imitation diamond on the hand of a young lady over whose shoulder appears a happy-looking young man holding up a hand on the third finger of which shines a real brilliant. The caption simply says:

It's a Grand an' Glorious Feeling.

It seems strange that we have not noticed before the brilliantly colored darky girl decorating a card with a hand that sparkles with an equally brilliant imitation diamond. The message on this is most alluring:

Ashes to Ashes, Dust to Dust,
If you won't be ma Valentine, I'se gonna bust,
Bust right out in an awful wail, —
Look out, honey, I'se a Wild Female.

Something tells us that valentines such as these sell out first.



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cially when much green is printed or hand-colored into the design. On a folder, retailing at twenty-five cents in 1920, was the picture of some old Irish ruins, and printed on the insert were these words, appropriate to those born in America, whether of Irish parents or otherwise:

You've never trod Old Ireland's sod,
But that's no sort of reason
I should n't say on Ireland's day
The greetings of the season!

Little Irish cottages are very popular on cards for this occasion and on one of these a cut-out house with a couple standing in the doorway and flowers all about was this kindly thought:

May fortune smile across your sill,
Good cheer bide at your door,
And may you find the happiness
Your heart is wishing for.

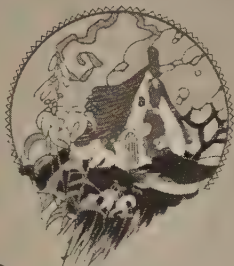
On one, with an effective black sky and a young lady loaded down with shamrocks, we read this message:

FOND MEMORIES AND BEST WISHES
ON ST. PATRICK'S DAY

May the little green Shamrock
Have a wee part
In keeping fond memories
Ever green in your heart.

Reports from all parts of America tell us that the sale of cards just before Saint Patrick's Day has, during the last year or two, been increasing very rapidly and that the demand is for more higher-priced cards. Hence publishers have endeavored to keep up with this by issuing a greater variety and a larger quantity of fifteen and twenty-five cents cards.

Especially do we see handsome folders for mother and sweethearts for Saint Patrick's Day, and the outlook is bright for cards on this Irish holiday. The many social events now associated with Saint Patrick's Day have brought about a great demand for party invitations. With their increased use from year to year, these invitations are assuming odd shapes and designs, like cut-out harps and shamrocks and Irish cottages, etc., but the more formal flat card with spaces for filling in are always in demand.



Easter
Greetings...

If Easter with its lovely sentiment
Brings you deep joy -
and sweet content.
Then my good wishes
will all have come true.
For these are things I'm wishing
for
you...



Dear Dad, I wish you Easter's BEST
Of all things glad and true,
Through all of life, just happiness
And luck in all you do. ~~~

TWO FOLDERS PUBLISHED IN 1926 FOR THE EASTER SEASON
BY THE P. F. VOLLAND COMPANY

Joyous Messages for the Easter Time



ASTER, as everyone knows, is the annual festival in commemoration of the resurrection of Jesus Christ. The name, like the names of the week, is a survival from the old Teutonic mythology, probably derived from Eostre, the Anglo-Saxon goddess of spring. Early Christians continued to observe the Jewish festivals, though in a new spirit; thus the Passover, with a new conception, was observed and gradually became the Christian

Easter. It is for that reason that the date of Easter changes like the Jewish Passover, and is always the first Sunday following the first full moon after the twenty-first of March.

Following the lead of early English publishers and that of Louis Prang in America, Easter cards of the new-message variety appeared about the same time as Christmas cards — about 1908.

This great religious commemoration lends itself easily to the desire on the part of the public to send greetings and felicitations on every possible occasion. Second to Christmas in importance, it has never appealed so strongly as that event because it falls upon varying dates and follows too closely the holiday season.

Easter cards, however, are more popular today than ever before, even in comparison with the regular growth of card sales; and strange to say they are sent by countless numbers of persons who know little of what Easter really stands for.

Strictly religious sentiments are not in demand any more than they are for Christmas cards. The early Easter cards usually bore the simple caption "Easter Greetings" or "Joyous Easter Greetings" printed in one corner of a beautiful floral card. Sometimes an outdoor spring scene is depicted. Jonquils, tulips, narcissus, crocuses, pussy willows, rabbits, eggs and chickens adorned the first American cards, even as they do now, and simple though they were they had much

THE ROMANCE OF GREETING CARDS

grace and charm, although the sentiments were not all they might have been.

A single yellow jonquil with tall green leaves printed and embossed on a white deckle-edged folder, published in 1910, carried this brief message:

May Easter be but the beginning of an endless period of
peace and happiness for you and yours.

Another received about 1912 was a double mounted card, ribbon tied at top, with decorations of hand-colored violets, an illuminated capital, and this simple wording:

With love and best wishes for a Happy Easter.

From a paper folder of about 1912 with hand-colored design of an Easter hat adorned with lettuce as decoration and a busy bunny close by, we read this sentiment:

Now should you think Dame Fashion
Would put lettuce on a hat
When Easter bunnies might get loose
And eat it off like that?

The insert on a pussy-willow covered folder of about 1915 bore this sentiment by Hannah Wheeler Pingree:

'T is Easter Morn! O Hearts Rejoice
And hear the song of Springtime's voice;
The pussy willows by the stream
Have wakened from their winter dream,
And far and wide the tidings tell
'T is Easter Morn, and all is well.

Let us not suppose that all cards and folders avoided the real meaning of Easter. We find, for example, that masterpiece of Phillips Brooks, "O Risen Christ," gracing a beautiful lavender folder with a simple yet elegant cross die stamped upon the cover, bearing this title, "Joyous Easter Greetings":

O Risen Christ, O Easter Flower!
How dear Thy Grace has grown!
From East to West with loving power
Make all the world Thine own,
And make our hearts Thy gardens. Bloom
In them, dear Lord, and be
Their life of life, till Life gives room
To immortality!

JOYOUS MESSAGES FOR EASTER TIME

Of the earlier publications no description would be complete without referring to a unique Easter greeting consisting of a decorated envelope with this message on its cover:

A single Easter greeting could never half express
The wishes I am sending for your joy and happiness;
So here are five wee letters to open through the day,
Each one a special message my greeting to convey.

Inside, each in a transparent envelope, so that the wording on the covers could be read, were five folders reading on the outside "Open Early Easter Morning," "Open During the Morning," etc. On the third page of each of these letters appeared a separate wish, the following being the one to "Open at Bedtime":

Through all the fleeting hours
Of this glad Easter Day
My fancies have been roaming
Most constantly your way;
And now at bedtime's coming
I wish you "pleasant dreams,"
And happiest awak'ning
When tomorrow's sunlight beams.

Needless to say, this collection of "letters" for Easter Day had a tremendous sale and was repeated in various styles for several years.

We quote from two or three successful cards bought in 1926, which give a fair idea of the wordings that are popular today. On an imported deckle-edged white card are some conventionalized lilies around a gold capital and this sentiment:

May every flower of springtime
As it turns its face to you
Tell you on this Easter Day
What words could never do,
That all your understandingness
And friendship warm and true
Make me feel in all the world
There's no one quite like you.

On the inner page of a gray-green French folder, with rabbit decoration in raised bold outlines, we find this message:

These jolly Easter rabbits
Have the most delightful habits —
And I've told them just exactly what to do.
What is that? Well, if you ask it
I have bid them bring their basket
Filled with Easter's gladdest wishes, straight to you.

THE ROMANCE OF GREETING CARDS

From another high-priced folder, decorated in an all-over golden effect, in which are worked flowers and a colorful landscape, is this beautiful wish to cheer and comfort a mother:

God bless my Mother on Easter Day,
May skies be blue above her.
I wish her all the joy on earth,
Because, you see, I love her.

Sons and daughters may secure excellent cards entitled "To Mother and Father," thus combining their wishes into one. Quoting from one of recent publication, we have this wish:

Dear Mother and Father, how can I say
What my heart would tell you this Easter Day?
For words are too few or too brief or too rare
To tell you how deeply and truly I care;
But I wish that each day may bring gladness, and then
I'll wish it and wish it all over again.

Dealers with complete stocks now show Easter cards for nearly every member of the family, as well as for sweethearts, pals, ministers, and friends and neighbors.

If there is a friend who is shut in, there are cards bearing sentiments similar to these "good-cheer Easter cards":

GREETINGS ALTHOUGH YOU'RE SHUT
IN AT EASTER-TIME

Though you're shut in at Easter-time
You know that you are near
To the hearts of those who know you
And wish you all good cheer.

There are cards you may send when you have been delayed in getting your message off. Here is the wording on a simple card for this purpose:

A BELATED WISH FOR EASTER HAPPINESS

If these few words should not arrive
To greet you Easter Day,
Consider that the wish is good
Forever, anyway.

Judging from numbers of religious cards on display and from what may be learned from observation and dealers' views, not more than twenty per cent of all Easter cards sent are of a religious nature.

JOYOUS MESSAGES FOR EASTER TIME

There are, however, practically no humorous cards, as at Christmas, with the exception of a gibe now and then at the Easter hat.

Each succeeding year has seen a steadily increasing demand for higher-priced cards, yet the growth of sales in the less expensive styles indicates that new adherents to the card custom are springing up continually, for new senders of cards usually commence at the low-priced numbers.

Easter cards, especially for mother and sweetheart, may now be had in goodly variety at fifty cents, seventy-five cents and a dollar each, as well as at the more popular prices. From a large folder with open window and flower-box decoration, through which may be seen more flowers within, we find this wish under the title "Easter Greetings, Dear Sweetheart."

I never knew real gladness
Till I knew the love of you,
Or saw the world's real beauty
Till your love made skies more blue.
There is something in your sweetness
That makes each day more fair,
And my love is yours, dear Sweetheart,
All the time and everywhere!

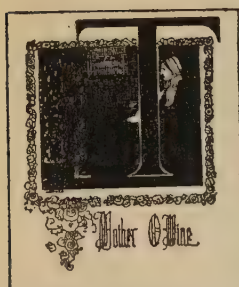
There seem to be many folks who call their friends "Pals" even among the fairer sex, and Easter cards addressed to "Pals" are becoming more popular each year. On a beautiful lavender folder, with flowers in hand-color and stamped-silver design, we read this Easter message:

Dear Pal, your friendliness to me
Is treasured in my memory,
And everything that's bright and gay
I wish for you this Easter Day.

Years when Easter comes late in April are the best card years, perhaps because of the warmer weather and because the storekeepers have them on view for a much longer period.

The phenomenal growth of the Easter-card business in the last year or two has been a surprise to both publisher and dealer and it bids fair to be a close second to the Christmas season.

The Second Sunday in May Mother's Day



THE suggestion of Mother's Day is attributed to Miss Anna Jarvis of Philadelphia, to whom the idea came when asked by the superintendent of a Sunday school in a Virginia town to arrange a memorial service for her mother, who had lived and died in the town. She later brought this experience to the attention of church people in Philadelphia and the day was first observed in that city the second Sunday in May, 1908.

Ministers and newspaper men everywhere, sensing the popularity such an event would ultimately produce, gave it much publicity, hence the plan was followed in many parts of the country and the day was finally designated by a joint resolution of Congress and signed by President Wilson, May 8, 1914.

We quote from the "Congressional Record" as follows:

Whereas the service rendered the United States by the American mother is the greatest source of the country's strength and inspiration; and

Whereas we honor ourselves and the mothers of America when we do anything to give emphasis to the home as the fountain head of the state; and

Whereas the American mother is doing so much for the home, the moral uplift and religion, hence so much for good government and humanity; Therefore be it

Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That the President of the United States is hereby authorized and requested to issue a proclamation calling upon the Government officials to display the United States flag on all Government buildings, and the people of the United States to display the flag at their homes or other suitable places, on the second Sunday in May, as a public expression of our love and reverence for the mothers of our country.

Sec. 2. That the second Sunday in May shall hereafter be designated and known as Mother's Day, and it shall be the duty of the President to request its observance as provided for in this resolution.



The Exclusive Company published this Mother-Day card in 1926



AN EARLY MOTHER'S DAY CARD

Published by the Author
Sentiment by Emily Sélinger (see page 93)

THE SECOND SUNDAY IN MAY: MOTHER'S DAY

President Wilson's Proclamation follows:

THE FIRST MOTHERS' DAY

May 9, 1914.

Whereas, by the said joint resolution, it is made the duty of the President to request the observance of the second Sunday in May, as provided for in the said joint resolution:

Now, therefore, I, Woodrow Wilson, President of the United States, by virtue of the authority vested in me by the said joint resolution, do hereby direct all government officials to display the United States flag on all government buildings and to invite the people of the United States to display the flag at their homes or other suitable places on the second Sunday in May as a public expression of our love and reverence for the Mothers of our Country.

In witness whereof, I have set my hand and caused the seal of the United States to be hereunto affixed.

Done at the City of Washington this ninth day of May in the year of our Lord One Thousand Nine Hundred and Fourteen, and of the Independence of the United States One Hundred and Thirty-eight.

WOODROW WILSON.

Significant of the now general observance of the day, the War Department, April 24, 1925, ordered a nation-wide demonstration by the army, thus expressing its appreciation of the mothers of the soldiers of America and giving public expression of its love and reverence for the mothers of our country.

Some of the states have officially recognized the day and others have unofficially recognized it. It is also recognized in Canada and its observation is now as general there as it is in this country.

The white carnation is the floral emblem of Mother's Day, but the humble greeting card stepped in to bridge the miles between separated children and mothers.

As early as 1912 cards for Mother were published, but the early issues were not marked "Mother's Day" because the sale was so small it was felt that, if they were not disposed of before Mother's Day, which was little known, they might be sold at any time as general greetings to one's mother.

In a handsome Italian handmade paper folder, with a single white pink decoration on the cover, there was published in 1912 this beautiful sentiment by Emily Sélinger:

MOTHER

O wonder-word! That throbs and thrills
Through heart of man and ever fills
The universe with endless song
Echoing from angelic throng!

THE ROMANCE OF GREETING CARDS

And may all your kindness,
Your love and sweet cheer,
Be fully rewarded
With each coming year.

A rather small wine-colored folder with floral decoration, entitled "Thinking of Mother," contains this thought:

Here's love and a laugh
And a hug and a smile,
For it's Mothers like you
Who make living worth while.

"To a Mother I Know" is the title greeting on a carnation-decorated card with this thought, suitable to send any mother:

Though not my mother, still you are
A mother whose sweet tender care
And loving thoughts and happy smiles
Bring joy and sunshine everywhere.

Many times children are far away from their mother, and for those who want to "bridge the distance" with a greeting we find cards reading: "To You, Dear Mother, Across the Miles," and with sentiments and a design of suitable nature:

If I could have my wish and way,
I'd be somewhere with you today,
But, Mother Darling, this is true —
My thoughts and love are there with you!

Should you wish to send your father a card on Mother's Day, there are several to choose from with sentiments similar to this one:

GREETINGS TO FATHER ON MOTHER'S DAY

I know that this is Mother's day,
But it really would n't do
To send her all the wishes and
Not send you a few,
For you've always been together
In my heart and in my thought,
And I hope my big good wishes
Bring you both the joy they ought.

Supposing you desire to greet both your mother and father, there are excellent styles to select from, one of which is quoted:

I know you would not be content,
Dear Mother of my heart,
If I sent greetings just to you
And Father had no part;



A FINE DISPLAY AT PATTON BROTHERS, SALEM, ORE.



AT RIGHT ANGLES TO THE EYE — KENDRICK-BELLAMY COMPANY,
DENVER, COLO.



MRS. JOHN BRUCE DODD
Founder of Father's Day

THE SECOND SUNDAY IN MAY: MOTHER'S DAY

For no real pleasure can be yours
Unless he shares it, too,
And so I'm wishing happiness
Today to both of you.

Cards entitled "To My Grandmother on Mother's Day" are now available and really have a good sale; I quote from a flat deckle-edged card:

So dear a Grandmother you are,
No greeting can express
How much I love and honor you
And wish you happiness.

"To My Wife on Mother's Day" is the caption on several styles of cards and folders suitable for the husband to send. This verse is typical:

It's the day set apart to pay tribute to Mothers,
But this little greeting to you is addressed
By a husband who thinks that, compared to all others,
HIS WIFE is the Mother loved dearest and best.

Even if you are only an adopted child, you may find a few sentiments similar to this one:

TO THE MOTHER WHO ADOPTED ME
I've never missed a Mother's love
Although my Mother's gone away;
You've always loved me tenderly
And cared for me in every way;
And my whole heart goes out to you
In fondest love to say —
I wish all happiness may come
To you this Mother's Day.

Ofttimes there are ladies who have been like mothers to some young men and women, and so there are wishes written expressly for them:

GREETINGS TO A REALLY TRULY MOTHER

To a really truly Mother
Who is really truly fine,
Whom I'm really truly fond of
Though not really truly mine,
I send really truly greetings
Full of wishes good and true,
For everything she'd like to have,
I Really Truly Do!

THE ROMANCE OF GREETING CARDS

Following are some of the other titles from cards, all of which seem to sell well enough: "To the Mother of My Friend," "To the Mother of My Pal," "To My Chum's Mother," "From Your Children on Mother's Day," "To Somebody's Mother," "My Sweet-heart's Mother," and the husband and wife may find cards addressed "To Our Mother" and to each other's mother.

Each year produces new cards with special titles and sentiments, for this seems to be an age of specialization, and what is not thought of today may be ready for us the next time we call. Now and then a little humor creeps in to suit the one who likes to recall the funny episodes of youth. The following verses and captions, each suitably illustrated, are good examples of those supposed to produce several smiles:

WHY I'M THANKFUL FOR YOU, MOTHER

Some reasons for my thankfulness
Are here for you to see;
And Gosh! I hope you're thankful, too,
You raised a Kid like me!

Your spankings did me a lot of good.

You made me go to school.

You made me go to bed nights and you looked after me when I was sick.

You made me wash my ears and face when I didn't want to.

Most of the cards with a laugh in them rely on one thought to do the trick and it is surprising to see the variety to be bought in any good card shop.

The last four or five years have produced many innovations in card making, but I believe the growth of the Mother's Day card business is phenomenal. When one stops to consider that a few years ago Mother's Day was not thought of seriously and that now dollar cards sell in fairly large editions, and those with special titles like "Wife" "Other Mother" and "Father and Mother," etc., are demanded in fifty-cent styles, one sees that the strides have been rapid ones.

It is safe to predict that Mother's Day will in the years to come outstrip all other special occasions, with the exception of Christmas, although the date is hardly known as yet and in many of the smaller towns it slips by before anyone remembers it.

Father's Day

is at Last Recognized



O Mrs. John Bruce Dodd of Spokane, Washington, is due the credit for having started a serious national movement to recognize and establish "Father's Day." It was in 1910 that she drew up a petition addressed to the ministers of Spokane, urging such constructive teaching in the pulpit as would point out:

The father's place in the home.—The training of children.—The safeguarding of the marriage tie.—The protection of womanhood and childhood.

Newspapers helped to launch the plan, but seemed to derive a great deal of pleasure out of quips about "Poor Father" and his special day, intimating that few cared much about the "Old Man," who was of little use except to pay the bills, push the lawn mower, etc. But gradually, after there had been a great deal of misunderstanding about the date, the third Sunday in June was accepted and is now generally known as "Father's Day." For those who desire to show honor to their father, a red or a white rose is suggested as the flower for the occasion; but until very recently, the day has been chiefly observed by the sending of greeting cards.

For a long time no one took the day seriously and "Father's Day" cards met with a cold reception. They were, indeed, almost entirely ignored. Nowadays one may find a very good variety of cards tastefully decorated and with sentiments and titles similar to the following, which had for its decoration a man in an armchair before the blazing hearth, happy with his newspaper:

YOU'RE DEARER THAN EVER, FATHER

Another Father's Day is here,
And I wonder if you know
You're three hundred and sixty-five time as dear
As you were twelve months ago.

THE ROMANCE OF GREETING CARDS

On another, with a hand-colored garden scene entitled "Three Wishes for You, Father," we find this sentiment:

The very best of Fathers
You've always been to me,
And with this loving greeting
I send you wishes three:
One for health and one for cheer
And one for many a happy year.

Within a handsome folder is this wish that, as its title implies, is to be sent to one's father who has been more or less of a "Pal":

TO THE BEST OF FRIENDS, MY FATHER

There are friends for a season, friends for a day,
Friends who are sombre, friends who are gay,
Fairweather friends and friends who are true,
But the BEST-OF-ALL-FRIENDS is a Father like you!

The word "Dad" seems to be universally liked, for cards "To Dad" always sell very well; in fact many of the younger folks call for "Daddy's Day cards" instead of "Father's Day cards"; perhaps for that reason the following has been a popular wish:

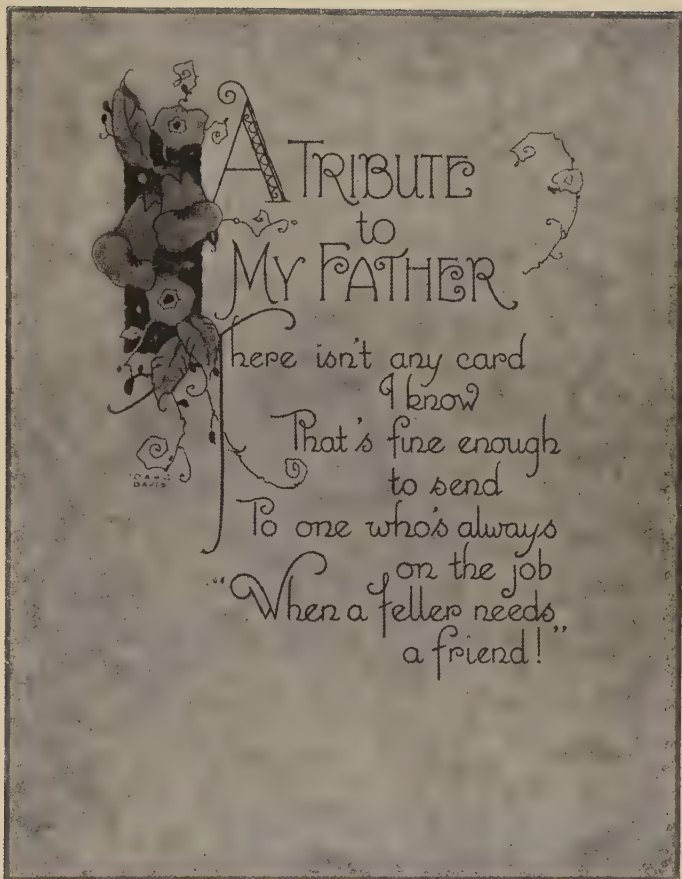
TO YOU, THE BEST OF DADS

To greet the best Daddy
The world ever knew.
The others are nice, —
But the nicest is YOU!

Other special cards are beginning to appear and soon we shall be able to purchase cards entitled: "To My Uncle on Father's Day," "To Grandfather on Father's Day," and so on. One of the first to be issued, mentioning an explicit person, was addressed "Greetings to My Husband on Father's Day" and the sentiment was as follows:

To Fathers surely a tribute is due,
And also to Husbands — especially you;
So here is my greeting with love in each line,
Today and every day — Husband o' mine!

Believing that most fathers like a laugh, not a few of the cards are humorous in design and sentiment. One has a picture of Dad coming home loaded with packages and finding on the table a sign reading "Greetings, Dad," amid cigars, tobacco, books, flowers and



GOOD FOR ANY DAY, ESPECIALLY FOR FATHER'S DAY

Published by the A. M. Davis Company

FATHER'S DAY IS AT LAST RECOGNIZED

other gifts; and peeking at his amazement are three of his family. Underneath we read:

GREETINGS TO DAD ON FATHER'S DAY

You do so much all through the year
To brighten family ties,
All cheer to you on Father's Day
And many a glad surprise.

The cutting of the lawn has always been Dad's bugaboo and some card "sharp" has a sweating father pushing a weighty lawn mower. This title and rhyme are printed underneath:

BEST WISHES, DAD, ON FATHER'S DAY

Same old grind day by day,
But we love you, Dad, in the same old way.

"What I Hope Father's Day May be for You, Dear Dad," is the title of a card containing the five "Hopes" that follow, each of which is appropriately illustrated with hand-colored sketches:

May you sleep
as long as you
want to in the
morning.

May you have all
you want to eat
and may someone
serve YOU and may
you eat in your shirt
sleeves if you wish.

May you have
the newspaper
when you want it
and as long as
you want it.

Here 's hoping no
one asks you to
drive the car or go to
church or sweep up
the cellar

When night comes
may you get what you
like best on the Radio
and may there be no
squeaks of static or
battery trouble.

Designers of Father's Day cards are hard put to it to secure appropriate decorations. Most cards have been bought by women up to the present, and cards must be pretty and attractive to be salable—one cannot use the picture of a man without in some way hiding the face, because people are apt to pass up a card by saying, "Well, that does n't look like him." One of the cards mentioned above, the one

THE ROMANCE OF GREETING CARDS

with the man in the armchair, was so drawn that the reading lamp obscured the face. Mannish-looking cards are hard to design in any scheme that will be beautiful. We find, therefore, most "Father-Day" cards with conventional designs or landscapes, unless the wish embodies some motif which may be easily illustrated.

"Father's Day" is here to stay and it is easy to predict an ever-growing demand for greeting cards "To Father" and "To Dad."



Greeting the Graduate



ARDS congratulating graduates from the various schools have been in vogue for a number of years. It was natural that a demand should arise for such cards, for our increasing duties make it impossible to take time to write letters and notes of congratulation and good wishes for the future, so we turn more and more to the handy greeting card.

As far as can be learned, Fred Rust of Kansas City was the first to publish a specific card "To the Graduate." Here is one of his earlier verses, if not the first:

The School is done,—the School of Books,
But you, dear Youth, with joy-lit eyes
Are going forth to higher Schools
Of Work and Life, of Love and Sighs;
And may it be that every task
Shall find you strong and true and cool,
A friend of right, a foe of wrong,
A scholar, grand, in God's Great School!

In 1910 a handsome Italian folder, with rose decoration and lamp of light design, entitled "Commencement," was published in Boston with this rather lengthy wish:

You are going forth into the sunshine and shadows of the life active, from familiar halls made dear by sunny memories and golden dreams. I wish you joy in your new sphere of action, success in your endeavors to make the world a little better for your having lived in it, and a greater joy as you help others toward the light.

Much complaint that the first graduation cards were "preachy" was perhaps justified, but it is difficult to tell graduates anything that

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they do not think they know already. Only the best of wishes are in these two verses used some eight or nine years ago:

WHEN YOU GRADUATE

May hearts be light and hopes be bright
And sunny skies be o'er you,
And all this day be glad and gay
With happy years before you.

TODAY YOUR COMMENCEMENT

Don't hide your talents away,
Don't wait for an opportune day,
The hour you hold is an hour of gold
And the day that is yours is Today!

Gateways opening out to the future, rose-bedecked and in other ways made attractive, have always been popular as decoration for graduation cards, and from them golden clouds and fairylike scenes of splendor greet many a graduate. Ribbon-tied diplomas, with flowers and decorative designs, also are symbolic of this glad occasion. Young men and women emerging from splendid edifices are sometimes used by card designers to "dress up" the "message of advice and good wishes."

From two folders, now several years old, we reprint these excellent examples of the message writer's art:

WHEN YOU GRADUATE

The need outside in the world so wide
Was never so great as today,
And a welcome true it holds for you
On your graduation day.
May your path be bright and your steps be light,
May you come with a singing heart
And find success and happiness
In the doing of your part!

A GRADUATION WISH

Now close the books for lesson-time is o'er,
God-speed you thro' the world's wide-open door;
Unknown, untried, the path before you lies,
But overhead are youth's unshadowed skies,
And courage and ambition, pointing true,
Shall mark your course victorious for you!

GREETING THE GRADUATE

The cards of today are very beautiful in contrast with those of five years ago, and the sentiments are more finished and polished, more appealing to the graduate and, therefore, more salable. A handsome salmon-colored card, with glorified scene and flowers emblematic of the occasion, has this wish beautifully engraved in a generous panel:

CONGRATULATIONS AS YOU GRADUATE

Greetings on this day that crowns
Your cherished expectations,
And for your well-deserved success,
My best congratulations!

To suit the few who do not care for verse, we find thoughts like this, dressed up with splendid designs:

CONGRATULATIONS ON YOUR GRADUATION

And may the years to come bring you the realization of
dreams, the fulfillment of ideals and abiding happiness.

Humor in graduation cards may be found for those who do not always want to be sedate. In all shops we find a few, some with a single gibe, others with several. One, to a young man, bore this extended title, followed by six Don't's, each illustrated with a cute little hand-colored picture in a decorative yet cartoon-like style:

CONGRATULATIONS TO THE GRADUATE, WITH A LITTLE ADVICE FOR THE FUTURE

Don't buy books;
you know enough now.

Don't be reckless;
make haste slowly.

Don't get married young,
you'll miss too much.

Don't be afraid to
start at the bottom
(and wash up).

Don't take up Golf,
it's too much
like work.

Don't forget I hope you
make tons of money.

To be explicit in addressing cards is to be more up-to-date, at least that seems to be the ruling idea today. We find them from one's mother and father, and some addressed (in the titles) to the son and

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the daughter. This wish is found on an attractive card entitled, "As You Graduate, Daughter Dear":

Each sweet and happy memory
That makes this day so fair,
And all your dreams of joys to be,
My loving heart will share.

Apparently some teachers like their pupils well enough to send them cards, for here is one under the title, "From Your Teacher at Graduation":

To a very dear pupil
This wish I express:
A fair, sunny pathway,
And highest success;
And as in the classroom
I've watched you with pride,
I shall think of you, too,
In the big world outside.

If the graduate desires to remember his teachers, there are several styles to select from similar to this one, quoted in full:

BEST WISHES TO MY TEACHER

You've helped me in my schooldays,
And in the life that's new
I'll still find help and guidance
In memories of you!

When one graduate wishes to send a thought to another graduate, he may find cards entitled:

GREETINGS FROM ONE GRADUATE TO ANOTHER!

Among the hosts of greetings
That attend your graduation,
I hope you'll find a "parking place"
For my congratulation.

Cards with a use are not forgotten; and what is more appropriate than the bookmark on which to convey a wish for the graduate? This sentiment was copied from a golden-background card adorned with bright flowers and a lighted candle, and with a blue ribbon run through to make it complete:

FOR YOUR GRADUATION

As this marks your pages day by day
It will also wish you joy to stay.

GREETING THE GRADUATE

Special cards for the graduating nurse, mostly in fifteen or twenty-five cent styles, are obtainable, with suitable decorations and messages similar to this, taken from a beautiful folder :

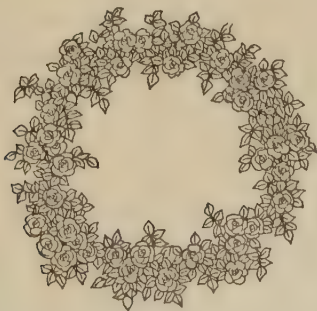
CONGRATULATIONS TO THE GRADUATING NURSE

As you go from your graduation
To heal and help and cheer,
May you find new joy and gladness
In your service year by year.

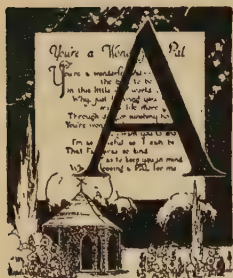
The graduating doctor and the lawyer are not forgotten in the publications of the day, for here we find a charmingly decorated folder entitled, "Graduation Greetings to the New Doctor," and inside is this wish :

May you find real joy and gladness
In the service you will do.
The world and your profession
Will be blessed by such as you.

Cards for the graduate are now to be found in many shops in January, for there seems to be a steadily increasing demand for the midwinter graduations, though most of the business comes in May and June.



Almost Unknown, but Needed, Friendship Day



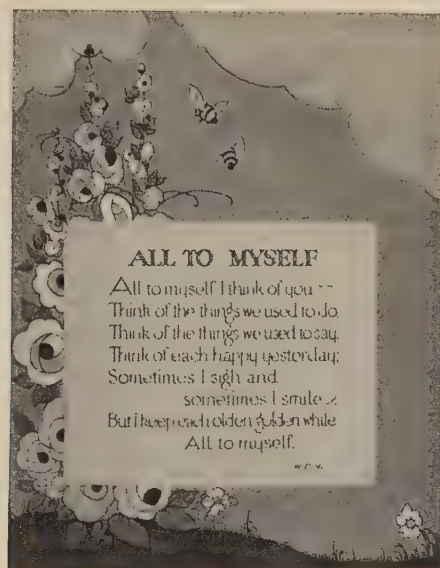
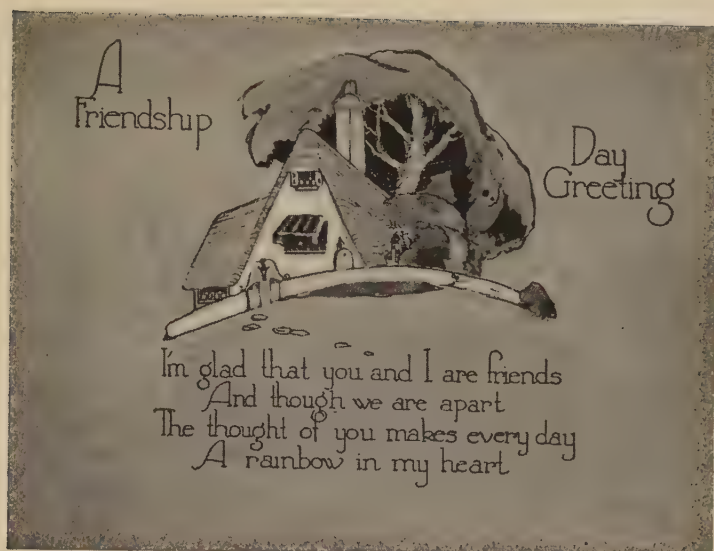
MOVEMENT, started about 1919 in Kansas City, to set aside the first Sunday in August as "Friendship Day" has been trying to weather the storm of protest against "another day" for our tired brains to remember and celebrate. Many have contended that St. Valentine's is the logical day upon which to send greetings to one's friends and otherwise do them honor. But the sponsors contend that St. Valentine's is, and always has been, a lover's day and should remain so. We have seen little real enthusiasm for this new day, but those who favor it are interesting fresh adherents each year, and I believe we shall see it firmly fixed in our calendar within the next four or five years. Rotary clubs in several cities have advocated the adoption of the day by their members and the use of cards as their medium of remembrance.

In those localities where organizations have taken an active interest in the occasion and where dealers have had window displays and advertised cards for "Friendship Day" the custom is taking root and card sales have been phenomenal. No event ever sprang into lasting popularity in a year or ten years—give this one a chance; it is worthy of every consideration.

With few exceptions there have been no special cards made for this day. But people who recognize the occasion are sending the friendship cards that are to be found in every shop. The class of cards suitable for Friendship Day is described more fully under the chapter heading of "Tokens of Friendship and Motto Cards."

From two special cards published especially for Friendship Day by Hall Brothers of Kansas City, we quote the sentiments complete:

A FRIENDSHIP DAY GREETING
I'm glad that you and I are friends,
And though we are apart
The thought of you makes every day
A rainbow in my heart.



CARDS LIKE THESE ARE SALABLE FOR
FRIENDSHIP DAY

Top design by Hall Brothers
Lower by P. F. Volland Company

ALMOST UNKNOWN — FRIENDSHIP DAY

ON FRIENDSHIP DAY

I'm rushed to death most all the time.

Oh, you know how it goes!

And where the days and weeks and months
all go to, Goodness Knows.

Always I intend to write and
renew old friendship's ties,

But somehow my intentions
don't quite materialize.

But nothing can prevent me
from sending Friendly cheer,

No matter how much rushed I am
the balance of the year.



Rosh Hashanah, the Hebrew New Year



IN the earliest times the Hebrew New Year began in autumn on the first day of "Tishri," which month corresponds to part of September and October. As the Hebrew Calendar varies from the Christian, the day changes from year to year.

Although Tishri is the seventh month of the civil or regnal year, the first day of this month was appointed by the Lord to be "a day of blowing of trumpets." There was to be a holy con-

vocation; no servile work was to be done, and special sacrifices were to be offered.

Thus Rosh Hashanah, which is the Hebrew name for the New Year, or, as it is also called, "The Day of Judgment," occurs on the first day of the seventh or sabbatical month, and is the beginning of the ecclesiastical or religious year.

On this day all pass for judgment before the Creator, as sheep pass before the shepherd. The names of the righteous are immediately inscribed in The Book of Life and the fate of each individual is sealed before the Lord. The zodiac sign of the "balance" for Tishri indicates the scales of judgment, balancing the meritorious against the wicked acts of the person judged. Thus was introduced the custom of greeting one another on New Year's Eve with the words in Hebrew, "Mayest thou be inscribed for a good year" (referring to the Book of Life of the righteous).

Late in the nineteenth century it became the custom to send to acquaintances New Year greeting cards of various designs, colors and inscriptions.

More recently ordinary calling cards were used, on which were written brief messages of greeting; but the post-office authorities have tried to discourage the mailing of these tiny cards, and now that regular greeting cards are being issued again in ever-increasing num-

ROSH HASHANAH: THE HEBREW NEW YEAR

bers, the smaller styles are disappearing in favor of the larger decorated cards, which one may find in many shops a month or so before the date.

The first cards for this occasion that came to the writer's attention (about 1917) were hand decorated, with biblical subjects, such as the "Ark of the Covenant," the "Seven-Branch Candlestick," the "Holy of Holies" and one or two other symbolic emblems, while the following Hebrew characters **לשנה טובה תכתבו** meaning, "May you be inscribed for a good year," and a formal greeting in English, such as is used on our New Year's cards, "With Best Wishes for a Happy New Year," etc., were printed in.

For several years the business drifted on in a half-hearted way, the dealers failing to buy cards for the occasion or forgetting to put them on view if they did have a supply. Few of them knew the date, and coming in the early fall, it was easy to overlook it. With the use of cards for every possible occasion spreading rapidly, the Jewish New Year is becoming better known. For three or four years now there has been a decided increase in the demand for more cards and better ones.

Small cards, measuring about two and one-half by four inches (the smallest which the postal authorities like to handle) and plainly engraved without design, are still among the best sellers; but those with the six-pointed star and floral decorations at ten cents are in the ascendancy and will soon rise to fifteen and twenty-five cents each.

In the near future we can look for long strides in cards for "Rosh Hashanah," or the Jewish New Year.



A Merrymaking Evening, Halloween



HALLOWEEN, or All Hallows' Eve, is the name given to the 31st of October as the vigil of Hallowmas or All Saints' Day. Though now known as the eve of the Christian festival, Halloween long antedates Christianity. In ancient days it was believed that of all nights in the year this is the one during which ghosts and witches are most likely to wander abroad.

On or about the 1st of November the Druids held their great autumn festival and lighted fires in honor of the sun god in thanksgiving for the harvest. To the Druids' celebrations were added some of the Roman customs when they held their festival in honor of Pomona, in which nuts and apples had an important part. Thus the roasting of nuts and the sport of ducking for apples, a game that is still played, were once the universal occupation of the young folks of medieval England on the 31st of October.

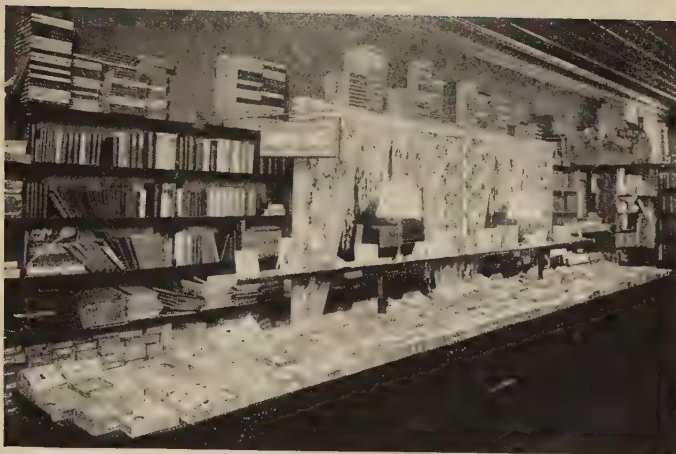
Although many of our young folks celebrate Halloween by parties of all sorts, it is doubtful if any of them know what the night stands for and why pranks and tricks and games of mystery and mirth are played. Perhaps those who sent Halloween post cards and who now send greeting cards do so more from custom than from any other reason. From the beginning, Halloween designs have been built around ghosts, witches, black cats, scarecrows, jack-o'-lanterns, bats and all symbols of magic and necromancy. Wishes for good luck and safety from all harm have been and still are common in cards made for this festive occasion.

Halloween cards came into being at the beginning of the new era of cards in 1908. Each year, except when clouds of war hung low upon our country, has seen an increase in their use. As in all else, the beginnings were not up to the present-day standards and, if we could



THE HARMONY SHOP, BOSTON

The card display shown consists of a tray, three inches deep, size of counter top (about twenty-eight inches by sixty inches). The white-wood board forming the bottom of the tray is bored with holes about half an inch apart, running both horizontally and vertically, the holes being one half-inch deep. Wires bent as shown stand in the holes, forming the partitions according to sizes of cards. Where cards are uniform width, thin wooden partitions are used, running up and down (see left of illustration), but at the right note the wires running both ways. These trays may be kept flat or on a slant, as in the reproduction.



AN EXCELLENT CARD DISPLAY AT WENDELL-HOLMES, LTD.,
LONDON, ONTARIO, CANADA



A WELL-LIGHTED WINDOW AT TRINITY STATIONERY COMPANY,
HARTFORD, CONN.

A MERRYMAKING EVENING, HALLOWEEN

but look ahead for another decade, we should no doubt gaze in wonder at what we saw.

Even if the early Halloween greetings had been better, the demand would not have been adequate to pay either publisher or dealer for his effort. For that reason examples of the first cards are few and far between. From the first, bright yellow has dominated the occasion; but black, emblematical of the night and always effective when used with yellow, is a close second.

I quote the doggerel rhyme used on the first card I've found for this occasion. It was on yellow paper, with solid black background in which faintly appeared a black cat and a white-faced witch:

If ev'ry awful sound doth come thy way tonight
And creeping things, both fat and lean,
Do scare thee into running with all thy might,
Remember, it is Halloween!

One of the other old-style folders gave this bit of advice:

Halloween is a dear old night,
Chock-full of fun and frolic,
So play and laugh with pure delight
Till they think you have the colic.

By 1920 publishers had incorporated wishes into all their greeting cards, not excepting those for Halloween, as evidenced by the following, which had an appropriate design in black and yellow:

If I could be a witch tonight
I'd burn a yellow candle bright
And make a future of delight
For you, with everything just right!

Accompanied by a picture of boys bobbing for apples in a tub we read this wish:

A MERRY HALLOWEEN TO YOU
Hope your Halloween will be
Time of frolic and of glee,
Fun and laughter and delight
By the jolly pumpkin's light!

Halloween cards are now taking on more brilliant shades of orange and yellow than ever, and even at five cents each they are very attractive. This wish appeared on one recently, with a ghost and a witch shaking hands amid dancing jack-o'-lanterns:

THE ROMANCE OF GREETING CARDS

HALLOWEEN GREETINGS

At this spooky time of year
Here's a card to bring you cheer.

On another, with a black cat sitting on a huge jack-o'-lantern and balancing a smaller one on his nose, we read:

May the moon shine bright
And your heart be light,
This Halloween!

A weird design, with a witch about to immerse a black cat in a caldron of liquid, bore this thought:

A JOLLY HALLOWEEN

For this old witch you need not care
Or try to shun a meeting;
She came a-flying through the air
To bring my friendly greeting!

Invitations and place cards seem to be so closely allied to greeting cards that publishers have issued many styles of both, for many occasions, and more for Halloween than for any other event, because there are more parties at Halloween than at any other time of the year. Long before the war this verse appeared on small yellow folders with the picture of a witch on the cover:

A Halloween party there's going to be
And we want you there as sure as can be.
There'll be joy and laughter by the ton,
Please say you will come and join in the fun.

One may find dozens of styles today. Some are cut in unique shapes and others are on flat cards. We see them in the form of jack-o'-lanterns, witches astride brooms, ghosts, cats and hooting owls, and all the galaxy of Halloween symbols. Place cards, too, take on these shapes and strange suggestions; jokes, riddles, questions, gibes, and conundrums are added to help make the party merry and successful. Truly the greeting-card publisher has done much to spread joy and pleasure throughout America, if not throughout all the world.

When next Halloween comes thundering down upon you, step into the nearest card shop and look at the flood of yellow and black, worked in artistic fashion into cards of all shapes and sizes, and at prices to suit every pocketbook.

Thanksgiving Day Greeting Cards



THANKSGIVING DAY in the United States is the fourth Thursday in November, annually set apart for thanksgiving by proclamation of the President and of the governors of the various states. Ever since the Pilgrims set apart a day for thanksgiving at Plymouth, immediately after their first harvest in 1621, it has been the custom to have days of thanksgiving in many of the colonies and later of the states. In 1864 President Lincoln appointed the fourth Thursday of November as a day on which to give thanks to Almighty God for blessings received, and since that time every President has annually followed his example.

Since 1909 or 1910 it has been customary to send cards of greeting at Thanksgiving time, although not until the close of the war did people to any great extent use these cards.

Early examples are crude indeed compared to the beautifully designed cards now shown in the shops during November; but from the first the aim has been to embody a wish of some kind in the cards. On a deckle-edged folder of white paper published in 1910 was a decorative border of corn, grapes and fruit, and printed on a gray-green panel with an illuminated capital was this message:

Among the many things I am grateful for is the joy of
your friendship, and the Thanksgiving spirit moves me to
wish you health, happiness and prosperity.

Another of the early designs was printed in black on a very bright yellow Italian handmade paper, with hand-colored poppies to harmonize. This verse was printed beneath the flowers:

ON THANKSGIVING DAY

Some golden poppies I'm sending,
They're on golden paper, too;
The envelope ev'n is golden,
And so are my thoughts of you!

THE ROMANCE OF GREETING CARDS

A Marcus Ward & Co. card of 1912, with turkey and harvest fruit worked into the design, carried this message:

Here's to you and your folks on this dear old day,
Here's a-wishing you all a Thanksgiving bright and gay.

In 1919 cards for Thanksgiving attained more prominence. The war was over and a spirit of thankfulness was apparent everywhere, hence publishers made more designs and the demand increased to such an extent that dealers took courage and made greater displays, the result being that sales increased and have continued to grow each year since.

From the first, Thanksgiving cards have generally been on buff, brown and old ivory shades of paper and cardboard. Designs consisted of turkeys, fruit, vegetables, harvest fields, grapes, old-fashioned country churches, Pilgrims of 1620 type, and scenes with golden foliated trees. One of the popular sentiments of 1919-1920 was this short verse of greeting:

Hope you have a lot of cause
Thanks to be a-giving,
I'm as thankful as can be
Just that you are living.

The writer of the following struck a pleasant note for a Thanksgiving Day card which proved a good seller:

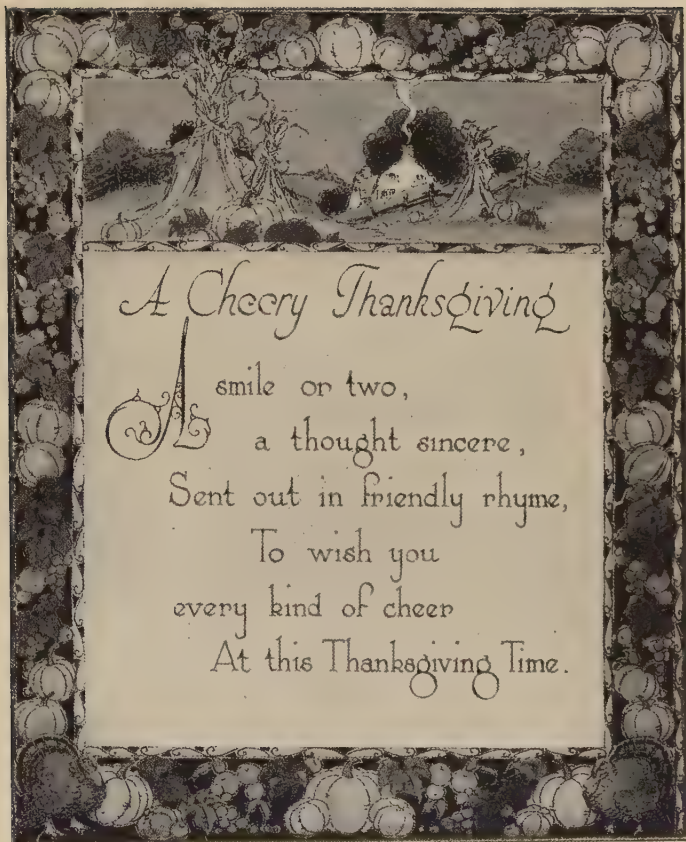
To send you a greeting of Thanksgiving cheer
Is a pleasure indeed at this time of year,
For I'm specially thankful and always will be
For those that I love and those that love me.

In 1920 a folder with this wish attracted wide attention, and the same thought has been seen in cards on several succeeding years:

Hope you're feelin' thankful for a lot of things,
An' havin' all the special joys that the season brings;
Hope the turkey's tender, all the fixin's right,
Hope 't will be a dandy day, from early dawn till night.

Decorated with figures of Pilgrims, a charmingly worded card for only five cents reads:

GREETINGS TO YOU ON THANKSGIVING DAY
When all the world has offered up
Its rich and goodly store
I hope you'll find your own good share
Is waiting at your door!



A 1926 RUST CRAFT THANKSGIVING DAY CARD

THANKSGIVING DAY GREETING CARDS

One of the prettiest cards this year is a colorful scene of stacks of grain and golden yellow pumpkins, with a wide border of fruit and vegetables in full autumn colors. This wish filled the center of the card:

A CHEERY THANKSGIVING

A smile or two, a thought sincere,
Sent out in friendly rhyme,
To wish you every kind of cheer
At this Thanksgiving Time.

The children are not forgotten, for there are cute "cut-outs" with little tots doing all sorts of things, and flat cards of all kinds, with interesting illustrations. One of these latter showed two wide-eyed children holding knife and fork and gazing at a stuffed turkey. Underneath was this simple caption, which helped to make it a big seller:

"Ain't Thanksgiving Grand?"

In the last two or three years many special greetings for members of the family have been successfully published. This is a further indication that the season is rapidly becoming really worth while for the sending of greeting cards. There are cards for all the immediate members of the family and beautiful cards also for "Your Friend," for "A Pal," for one's "Sweetheart" and for other special persons.

Quoting from a handsome fruit-bedecked card with much bronze and color on mottled brown stock, we read:

TO MOTHER AT THANKSGIVING

There's no one in the whole wide world
To whom more thanks are due
In tenderness and sincere love —
Dear Mother Mine, than you!

On the inner page of a colorful folder entitled "To Mother and Father at Thanksgiving" is this thought:

When I start to count my blessings,
I discover right away
That you are just the biggest one
I have Thanksgiving Day!

THE ROMANCE OF GREETING CARDS

When you are far away from home you may secure appropriate messages something like this:

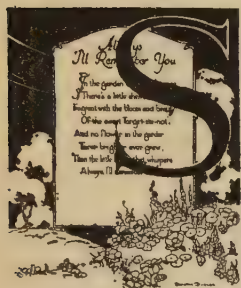
TO THE HOME FOLKS AT THANKSGIVING

Hours are long and space is far
But, Dearest Folks at Home,
That path that leads to where you are
Is where my heart-steps roam.

So we might go through many timely sentiments and find that everyone's taste in wishes for Thanksgiving is fulfilled.



All the World Sends Birthday Cards



SOON after the first Christmas cards came into use, both in England and America, birthday cards made their appearance; in fact some say that birthday cards came first. In the early days of the greeting card, designs for Christmas were of a general nature and could be easily adapted to birthday cards. All the change necessary was in the title and sentiment. The English cards and those made by Louis Prang in America simply carried the caption "Birthday Greetings," "Happy Birthday" or some such short salutation and sometimes a four- or eight-line sentiment.

As in Christmas cards, every sort of picture was pressed into service as a background. The sale was necessarily small compared to holiday cards, because they were almost lost in the shop for want of other merchandise of a similar nature to display along with them. No such thing existed as a counter of birthday cards such as we see today. The meager stock of a few designs was carefully preserved in some drawer or box far away from possible dust and dirt. Only occasionally were samples displayed in the window.

Excellent cards they were, however, because of the great number of handsome designs available among the Christmas reproductions. It was comparatively easy and inexpensive to run off a few thousand extra copies without the Christmas sentiment and then insert a suitable title for the birthday demand.

Numerous folders and booklets were substituted for cards toward 1890 and verses began to appear; but very few contained any special wish for the birthday, such as we are familiar with in these days of highly specialized occasion cards.

Among those from 1885 to 1895 were many with silk fringe around the edges and some, in addition to being lithographed in many colors, were highly and elaborately embossed. Flowers and birds and chil-

THE ROMANCE OF GREETING CARDS

dren's figures predominated in the best selling designs but, as in Christmas cards, almost every conceivable motif was tried out in an effort to suit the fickle public's taste. It remained for the American publisher of later days to put sentiment as well as design on birthday cards.

In 1910, stationers and booksellers were displaying birthday cards, mostly from sample books, with those for a few other occasions. A great change had occurred in the popular demand, or in the ideas which publishers preferred to offer the public. Instead of the cheap and highly colored gaudy cards coming from Bavaria and Germany, the few American publishers were finding a ready sale for cards very simple in design, but containing a new thought in sentiment. The wishes conveyed were by American writers, written for the purpose, friendly in spirit, cordial, sincere, with the word "birthday" usually mentioned in the verse itself, as well as in the title.

Many were in the form of post cards and, although the imported cards sold for a penny apiece or at the most for two for five cents, these post cards on heavy card stock, usually with beveled edges and of good quality, sold readily for five cents each.

Birthday greeting cards, or rather folders (for in those days the folder was the popular form of greeting), were mostly printed or engraved on paper rather than on cardboard. Designs were simple, as on the post cards,—a little spray of flowers perhaps, or only an illuminated capital with a bit of hand coloring to embellish it.

The publisher relied on the sentiment, the wording, the message or whatever you may call the "wish," to sell his wares; although he used good paper and matched envelopes and usually endeavored to have the design, first capital letter and lettering, harmonize with the color of the stock, the size to which it was to be folded and the retail price.

It must be admitted that the sentiments of those days were not what they are today, because no one had been schooled in the writing of greeting verses and, although they sold in spite of their failings, the cards were, nevertheless, crude in many respects.

Some publishers, never themselves writers up to that time, will admit without a blush that they wrote many of the sentiments themselves, for lack of knowing where to obtain them. Necessity is the mother of invention, and it is a matter of record that some of these erstwhile poets really wrote some big sellers, and a few of them even became trained writers as the years went by. In an almost incredibly

ALL THE WORLD SENDS BIRTHDAY CARDS

short space of time, however, sentiment writers appeared to release the publisher's fevered brain for more important things than writing, and he was soon able to pick and choose among the many so-called "verses" that came pouring in with almost every mail.

As most of the greetings were produced on paper and many of them were in prose rather than verse, some publishers called them "letters." Here is the wording of one published in 1908 by the Rust Craft Shop of Kansas City, hand lettered with fancy capital in red ink on heavy tan paper:

It is your birthday and I wish you happiness. You are passing another milestone. May the miles that lie ahead of you go through the Plains of Peace and over the Hills of Joy. That you may be a little happier as you pass each milestone and each year draw you nearer to the Sand of Accomplished Purpose, is my fondest desire for you.

Publishers, as in England, were lax in retaining complete files of their various designs. There seems to have been little desire on anyone's part to preserve even one of a kind of the most popular numbers, so that it is practically impossible to describe or illustrate early American cards.

Symbols of good luck, like many other motifs, have been pounced upon by designers of greeting cards. Probably none of them has been used more than the four-leaved clover. A little double folder published in 1910 and printed in black on ordinary craft paper, with hand coloring, bore this sentiment:

Good Luck to you, my friend,
On this your Birthday new;
Some clover leaves I send
To bring my wish quite true.

Another on old ivory tinted handmade paper, bearing the date of 1911 with a very simple decoration, was beautifully hand lettered and the message was as follows:

BIRTHDAY GREETINGS

May your voyage through life be happy and free
As the dancing waves on the deep blue sea.

These two early sentiments certainly were amateurish, but they were published before either publisher or buyer could choose among countless numbers as they can today.

One gratifying feature in American cards of the better makes is

THE ROMANCE OF GREETING CARDS

the fact that matched envelopes invariably are used. The above-mentioned birthday card was mailed in a handmade envelope of exactly the same stock and color as the folder.

Small leaflets with some hand coloring could be bought in the stores for as little as two for five cents, and yet the editions could not have been very large as the demand was not what it is today, and most publishers had trouble in securing distribution. On a little white folder, about two by four inches with a single hand-colored flower, was this sentiment:

Light heart be thine, no base alloy
In all thy golden cheer.
A Birthday full of mirth and joy,
All Happiness this year.

Not a very elegant wish, but when you could buy two of them, with envelopes to match, for five cents, it was not so bad.

So the years rolled on and designs and sentiments improved, as publisher and designer learned better the likes and dislikes of the public. Demand increased as the dealer, anxious to increase his business, displayed more cards. Cards of every size, from two and a half inches by four inches, up to ultra large ones measuring nearly six by eight or nine inches, may be bought to suit the taste or the purse. Folders too, of all styles, colors and shapes—single folds, double or French folds and ribbon-tied folders with inserts—may be purchased in more variety than most of us care to select.

Designs naturally vary according to price and the publisher's idea of what is proper and salable. A few years ago the more simple styles were the most popular. As this is being written, however, the demand is for "all-over patterns" with much gold, or bronze and considerable color. Lined envelopes, too, seem to be desired, especially on high-priced cards.

Many, usually men, like to send cards that will create a laugh, so every dealer displays a number of humorous birthday cards. In days gone by, "darky" designs and sentiments had a large popularity and they still sell in great quantities; but more recently there have appeared cards bearing six or eight little sketches to illustrate the thoughts expressed, something similar to the idea of the comic strips in our newspapers, but more decorative in treatment and usually colored on fancy card stock.

One may spend long hours hunting through the shops for the best

ALL THE WORLD SENDS BIRTHDAY CARDS

of humorous or other cards for birthdays. What I have selected may not, perhaps, be the best available after all; but they are a few found in the spring of 1926.

On a bright orange-colored card with simple bouquet in hand coloring is this thought, which has survived several years' sales on the counters:

BIRTHDAY GREETINGS

"To be GOOD is to be happy." But —
The proverb says the good die young.
I hope that you'll engage
In just sufficient sin to live
To see a ripe old age!

On another sits a dog with huge blue bow and shamrock leaf with a message as follows:

A DIVIL OF A BIRTHDAY

Sure! and it's me what's wishin' you well
And them's what ain't may go to —!!

The "Lucky Bird" card, although an old one, may still be bought. It is a white card with a queer-looking bird, having legs made of a horseshoe and a tail consisting of a four-leaf clover. The message is as follows:

TO BRING YOU LUCK ON YOUR BIRTHDAY

I'm sending you "The Lucky Bird —"
He's just good luck all over, —
His daddy was a horse-shoe
And his ma a four-leaf clover.

A bright-looking little "overhauled" boy with hoe, and a rainbow behind him, decorates a card that brings this message:

HAPPY BIRTHDAY

Like an old shoe for comfort,
A rainbow for cheer,
You sure are a person
One likes more each year!

A handsome blue card says:

CHEER UP

I know your age
But I'll keep it mum
If you'll do the same
When my birthdays come.

THE ROMANCE OF GREETING CARDS

A very popular number just now is illustrated with a little darky girl adorned in gay colors and wearing real brilliants in her earrings. The message reads:

Ah hopes yo' Birthday
Jes' skintilates with joy.

Cards of a novel type, if the sentiment is appealing and cute, are always salable.

Ask any two clerks in different stores what their most popular numbers are at the several prices and, even if they both carried in stock the same publisher's cards, the answers would invariably differ. In fact there are so many popular sentiments on cards today that one would have a hard time to select any three or four and say they were the best sellers of the season, for people in different localities like different styles of cards.

If your shopkeeper knows his stock and sells intelligently, you will be asked, when inquiring for birthday cards, whether for a young person or an old, whether for a man or a woman and so on. Here is a gray folder, for instance, with autumn flowers on the cover suitable for those along in years. In gold on the cover is this caption: "A Happy Birthday! What a Wonderful time is Life's Autumn!" Inside we read this charming thought:

What a wonderful time is Life's Autumn,
When the leaves of the trees are all gold,
When God fills each day, as He sends it,
With memories priceless and old;
What a treasure house filled with rare jewels
Are the friendships of year upon year;
And I pray that this birthday may bring you
A bountiful measure of cheer.

To wish anyone a large quantity of anything always seems to be appreciated, so when one of the card creators designed a card with a barrel of flowers tipped over and running out, and entitled "A Barrel of Sunshine for Your Birthday," he immediately found it a success, especially as he tucked in four extra loose flowers, each hiding a wish. In addition, there was this thought printed on the card:

A Barrel of Birthday Sunshine,
With wishes for gladness, too;
Rays of cheer for the coming year, —
May each day be a glad one for you!



FROM A LITHOGRAPHED
BIRTHDAY CARD OF THE
LATE EIGHTIES



A REWARD CARD USED BY
TEACHERS ABOUT 1890

(From an old collection)

ALL THE WORLD SENDS BIRTHDAY CARDS

Other unique styles with extra sentiments followed, one being in the form of "A Book of Matches for Your Birthday." Inside were seven "matches," each with a sentiment. Still another was a newsboy with a paper tucked under his arm on which were four wishes. So we might go on almost indefinitely, telling of the various inventions of the seemingly never-ending stream of ideas for "out of the ordinary" cards.

If one has been in the habit of sending cards to a person year after year and wants a wee little slang, here is a good seller:

Again your Birthday is at hand,
And again one has the fun
Of wishing you "to beat the band —"
A Very Happy One.

Generally, sentiments which imply a compliment, as this one does, are well liked:

It's just because of folks like you,
That make life seem worth while,
Who help to chase away the blues
With kindly thought and smile;
It's folks like you who cause
These greetings to be sent,
That tell of our good wishes
With friendly sentiment.

Special birthday cards did not come in until about the time of the Great War in Europe. Then of course all imports ceased and the American publishers settled down to secure the market for all time. At first, and naturally, "Mother Birthday" cards came, then followed in quick succession those for sister, brother, father, son, daughter and other members of the family. You may now even obtain a card for your "Other Mother" on her birthday.

The special war-time birthday cards will be described in the chapter devoted to war publications.

Many were the discouraging experiences of both publisher and dealer on the first issues of special birthdays. The sentiments were not, in so many cases, general enough to cover the requirements and words inadvertently used limited the sale very materially. Until verses were more carefully scrutinized, dealers were often overstocked, or else threw them away.

Nowadays, when one can secure sentiments like these, cards have a ready sale and no one can be the loser.

THE ROMANCE OF GREETING CARDS

On a deckle-edged card with floral decoration in hand color is this brief but nicely worded thought:

TO MOTHER ON HER BIRTHDAY

To have a kindly thought among
The thoughts you get from others,
I send this cheery thought along
To greet the best of mothers.

On the insert of a handsome pink folder we read this charming thought to one's mother:

There is n't a person in all the world
So dear as you are, I know,
But if I tried for a thousand years
I could n't half tell you so.

Father is often addressed as "Dad," and on a card we find this nicely worded sentiment:

BIRTHDAY GREETINGS TO DAD

I've been thinking, Dad, if you
Never had a birthday morn,
I'd be short on birthdays too,
So I'm glad that you were born;
And I'm more than ever glad
You grew up to be My Dad!

Sister birthday cards are next to "Mother" the biggest sellers, hence we have many designs and sentiments from which to select. On a dainty pink card, suitably decorated with a girl and gaudy parasol in a flower garden, is this message:

FOR MY SISTER'S BIRTHDAY

Here's a loving Birthday greeting
For the dearest Sister known;
And I'm glad beyond all telling
I can claim you for my own!

Brothers are more apt to receive a card from their sister than from a brother; and this sentiment, taken from a handsome gold-bedecked folder, is typical of many:

An extra good Birthday I wish you,
First class and especially fine!
The best may it bring of just everything
To that extra fine Brother of Mine.

ALL THE WORLD SENDS BIRTHDAY CARDS

If we do not care to send a special card designating the relationship, we can find cards with titles like this: "Birthday Greetings to My Relative," and the following sentiment:

We choose our friends, while relatives
We must accept, they say.
Well, I accept, with thanks, the one
Who celebrates this day.

Pals and chums and sweethearts are all remembered in special birthday cards. On one, "To My Chum," we find this happy wish:

A wish for everything that's good
And for everything that's fine
I send with Birthday Greetings
To you, dear Chum o' mine!

If one is born on Saint Patrick's Day, a special birthday card may be bought, in a variety of designs, to fit one's pocketbook. For years, now, there have been cards with sentiments similar to this, and with suitable design:

GREETINGS ON SAINT PATRICK'S DAY, AND YOUR BIRTHDAY TOO!

The Seventeenth of March I celebrate anew,
For it marks a double birthday — of St. Patrick and of you;
And may your day be happier than any you have seen,
For I'll be thinking of you, while I'm "wearin' o' the green!"

Not only Saint Patrick's Day but every holiday has its special birthday cards; Valentine's, Washington's Birthday, Easter, Fourth of July, Thanksgiving, Christmas and New Year's. They are very popular too, and dealers are usually sold out long before they realize it.

Read this catchy Easter birthday card:

EASTER AND BIRTHDAY GREETINGS

It is Easter and Your Birthday,
A double cause for cheer,
And may you find rich blessings
All through the coming year.

Is it any wonder that such messages have a ready sale?

Should you and a friend happen to have the same birthday, you can find a variety of cards to select from, any one of which will fit such a happy circumstance; or if the person to whom you wish to send a

1 Mr. and Mrs. Robert William Frothingham
 send Christmas greetings
 with sincere wishes for days of happiness
 throughout the coming New Year

2 Mr. and Mrs. Robert William Frothingham
 send Christmas greetings
 with sincere wishes for days of happiness
 throughout the coming New Year

3 Mr. and Mrs. William Lewis Douglas
 send Christmas Greetings
 and Best Wishes for your
 Happiness for the New Year

4 Mrs. Edward Joseph Hassett
 sends Christmas greetings
 and best wishes for the New Year

5 *Mr. and Mrs. Frederick N. Eisenman*
 send Christmas Greetings and all
 good wishes for the coming year

STYLES OF ENGRAVING

- | | |
|----------------------|-------------------------|
| 1 Plain Old English | 3 Shaded Modified Roman |
| 2 Shaded Old English | 4 Shaded Antique Roman |
| 5 Plain Script | |

ALL THE WORLD SENDS BIRTHDAY CARDS

These folders undoubtedly were ahead of their time and needed a birthday wish added to the message to make them of real value as birthday greetings.

For your convenience here is a list of the birthstones and flowers for the months of the year. The number of flowers has been increased since the old-fashioned list was compiled. It is now usually possible to buy the flower of the month at your florist shop.

BIRTHSTONES BY MONTHS

January, Garnets	July, Rubies
February, Amethysts	August, Sardonyx and Peridots
March, Bloodstones and Aquamarines	September, Sapphires
April, Diamonds	October, Opals and Tourmalines
May, Emeralds	November, Topaz
June, Pearls and Moonstones	December, Turquoise

FLOWERS BY MONTHS

January, Carnation, Snowdrop	July, Larkspur
February, Violet	August, Gladiola, Poppy
March, Jonquil, Daffodil	September, Aster, Morning Glory
April, Sweet Pea	October, Calendula, Cosmos
May, Lily of the Valley	November, Chrysanthemum
June, Rose, Honeysuckle	December, Narcissus, Holly

Events of national and international importance have been excuses for the special publishing of cards, and fads and fancies have added their quota of motifs. When King Tut's tomb was unearthed and newspapers were filled with long accounts of the discoveries, it was natural for some wag to build a birthday card around it and this card had a great sale for a few months.

Bobbed hair and cross-word puzzles have been drawn upon in their turn. Who knows what will come next?

Birthday cards probably follow, in point of sales, those of Christmas cards, and will continue to do so, for everyone has a birthday once a year and more and more people are keeping the date in mind, in order that no special event of this kind shall go unremembered.

Congratulating the Betrothed



NEEDLESS to say cards may be obtained for those who have announced their engagement. Back in the early days there were plain folders, die stamped on the cover with the caption "Announcing our Engagement"; within were two slits, in which the cards of the happy couple were slipped.

A card bearing the date of 1919 had on the cover, besides a hand-painted rose and an engagement ring, for decoration, this printing:

ANNOUNCING OUR ENGAGEMENT

Too good to keep our secret,
That's why we're telling you
The news of our engagement
And happiness so true.

Plain engraved cards of a formal nature are obtainable with blank spaces for the two persons to fill in their names; but the sale is limited. Most people prefer to use the decorative folders, with personal card enclosures, or to have special wordings engraved.

The sale of congratulatory cards to those becoming betrothed has never reached great proportions. Many know that it is not correct to send the girl "Congratulations," the feeling being that the man is the only one to be congratulated. This undoubtedly has done much to hold back the sending of such cards to the young lady; but apparently the custom is changing, for many are being sent today to both the interested parties.

The business goes merrily on and each year sees more beautiful cards, if not more designs. In a folder published in 1920 this sentiment appears on the third page:

CONGRATULATING THE BETROTHED

Since I learned of your engagement
I've been wanting you to know
Of the happiness I'm wishing both of you,
That like a magic carpet, no matter where you go
It shall make that place a blessed one for you.

The cover was decorated with a soft dreamy landscape under which were these words: "Congratulations Upon Your Engagement."

The most popular sentiment of the present time bears on the cover the same title as the above. On the insert is this message:

May the days of your engagement,
With its dreams of rosy hue,
Lead to happy lives together
In the Land Where Dreams Come True.

Another card, with a hand-colored floral design, entitled "Greetings on your Engagement," has this to say to the recipient:

Greetings on your Engagement
This messenger conveys,
And wishes for your happiness
Through all the coming days.

A semicomical card, to please those who are not always serious-minded, has a hand-colored picture of a couple seated in a rowboat, loaded with household furnishings, riding atop a huge wave and with a happy-faced moon beaming down upon them.

Now that you are Engaged, may you have a "Bonny Voyage" when you set sail on the sea of matrimony.



For Marriages and All Anniversaries



NE of the happiest occasions in all one's life is the wedding, and soon after the advent of the greeting card in America there appeared a few cards of a congratulatory nature, mostly addressed to the bride. But before wedding day cards came, there were those for any anniversary, and especially for the wedding anniversary.

Strange as it may seem, wedding day congratulatory cards have not had the popularity of those for other occasions. Sales at first were few and far between, and no publisher found profit on early issues. I find just one example of a design of orange blossoms, printed and hand colored on Italian handmade paper and published about 1911. The message read:

You are going to be married today.
What more can a dear friend have to say,
Than to wish you joy and ev'ry good thing
That this dear old world to you can bring.

By 1917 cards had increased in beauty and the sentiments were more carefully worded. Note this one, which was on the insert of a large folder, with decoration of a bride's bouquet:

I hope the sun will gaily shine
Upon your Wedding Morning
And there will be no sign of clouds
Within the future dawning,
I hope the Love and Trust you hold today
Will fail you never,
And then I hope your Honeymoon
Will go right on, forever.

There is one expression in this sentiment that you will not find in the card of today, and that is the allusion in the third line to the possibility of trouble. Clouds there are in all our lives, but the publisher learned, after a while, that it was better not to allude to them.



THE METHOD USED BY JOHNSON'S BOOKSTORE,
SPRINGFIELD, MASS.



FAULKNER'S BOOKSTORE DISPLAY, HALIFAX, N. S.

FOR MARRIAGES AND ALL ANNIVERSARIES

Wedding day greetings usually sell best at twenty-five cents. Two popular numbers of the present day are here printed. They are both folders, the first having a charming landscape, with gold sky as decoration and this sentiment within:

In sweet companionship and love,
With hearts of faith and cheer,
Together may you keep the road
Through many a happy year.

The second, a folder with birds and flowers, silver embossed, was entitled "Wedding Day Greetings, True Joy be Yours." Daintily engraved on the insert we read:

Today you arrive at the end of the trail,
At the place where another one starts,
And may this new trail, from beginning to end,
Bring the blessings of love to your hearts!

When one knows a couple well and does not wish to send a seriously worded greeting, there are a few of a humorous nature that can be secured. There is one bearing as a decoration, in "phantom silhouette," a groom pushing a tiny baby carriage with one hand and pulling a bride along behind him with the other. The bride has trailing behind her three more children. This is the appropriate message:

WEDDING CONGRATULATIONS

I cannot throw old shoes and rice
Or give you any good advice,
And so I hope the years to come
Will find each care — a little one!

Should you for any reason not get a greeting card off to the couple before the wedding, there are cards with messages similar to this one, which graced a hand-colored flat card decorated with flowers and wedding bells:

DELAYED GREETINGS TO YOU BOTH

Though this card missed the day
Of the Wedding bells' chime
Unspoken good wishes
Are yours all the time.

"Wedding Gift" cards and "Thank You" cards might be classed with them; but these are described in the special chapter on "Gift Cards."

THE ROMANCE OF GREETING CARDS

Anniversary cards came down to us from early English publications and Louis Prang made some with special anniversary titles; but again we must thank the twentieth-century publisher for giving us the real message cards. E. W. James, back in 1909, published this sentiment on a deckle-edged white paper folder, with illuminated and embossed capital and simple decoration:

'Tis your Wedding Anniversary today, and I send you
Greetings. May the Love, the Wishes and the Hopes of
your wedding day enter into this anniversary, and flood
your life with happiness and sunshine, and may success
and prosperity crown your every effort.

This is not what we should buy today, but in those days, with so few ideas to select from, greetings of this sort had a ready sale.

Another, published in 1911, bore this prose sentiment within a decorative border:

Of course you're happy today 'cause it's the anniversary
of your Wedding. I wish to add my mite, and this letter
carries it to you with love and best wishes.

About 1914 a cream-colored card with yellow border and gold bevel carried this sentiment to thousands of persons:

YOUR WEDDING ANNIVERSARY
May this fair day bring unto you
A wealth of Memory's flowers, —
Health, fortune, joy, in generous share,
For all the coming hours,
Love that shall crown you as of old
With peace at morn and even,
And keep your earthly wayfaring
In light and care of Heaven!

People seem to remember anniversaries, and each year more and more greeting cards are bought. During the Great War, the sale of cards went on the same as ever, and we find an improvement in every way. This sentiment is taken from a folder published in 1918 having a beautiful hand-colored doorway on the cover:

May glad anticipations and happy memories blest
Of all your anniversaries make this the very best,
And may the year today begun bring ever greater measure
Of realized hopes and happiness and all your hearts can treasure.

FOR MARRIAGES AND ALL ANNIVERSARIES

Of the best-selling cards for anniversaries of the present day there have been selected only two. The first is from a folder with floral decoration and reads:

GREETING ON YOUR WEDDING ANNIVERSARY

Blessings on you and your happy home,
With all my heart I say.
May health and friends and joy be yours
On many returns of the day.

The second, a more expensive folder, has a daintily colored scene with blue-bronze background and the title within a panel reading "Greetings on Your Wedding Anniversary." Inside there is this verse:

Together you've travelled along the way,
You've shared life's happiness every day.
With memories sweet, overflowing each year,
May each Anniversary grow more dear!

Not only do we see cards and folders suitable for persons celebrating any kind of anniversary, but there are special ones for the first (paper), second (cotton), third (leather), fourth (fruit and flowers), fifth (wooden), tenth (tin), fifteenth (crystal), twentieth (china), twenty-fifth (silver), and fiftieth (golden) wedding anniversaries, and also others addressed to "Wife," to "Husband," to both "Father and Mother" and "Our Anniversary."

Undoubtedly the best "Golden Wedding Day" sentiment which has ever come to the writer's attention is this one, first published in 1917, and written by Hannah Wheeler Pingree:

Fifty years of wedded life! Ah truly that must be
A precious sheaf of memories this morning unto thee —
A book of golden pages whereon with faithful care
You've penned the sweetest story e'er written anywhere;
And we who love that story rejoice today with you
And send sincerest greetings, and wishes firm and true
For pages still unwritten, e'en sweeter than the rest,
For mem'ries still more precious, for futures still more blest!

It is strange that so many know which anniversary is to be celebrated, for there are many cards sold for the specific anniversary,

THE ROMANCE OF GREETING CARDS

such as first, second, third, etc. Here is the sentiment from one card entitled: "On Your Fifth Anniversary." It reads:

Wood a Body greet a Body
Anniversary Day?
Do not know 'bout other bodies,
I would anyway!
Wood a Body wish a Body
Everything that's good,
When a Body likes a Body?
Betcher life I wood!

A little bit slangy perhaps, but for the "wooden anniversary" it seems to meet the approval of many. In case you may have forgotten what the different anniversaries mean, here is the latest list:

First, Paper
Second, Cotton
Third, Leather
Fourth, Fruit and Flowers
Fifth, Wooden
Sixth, Sugar and Candy
Seventh, Woolen
Eighth, Pottery
Ninth, Willow
Tenth, Tin
Eleventh, Steel
Twelfth, Silk and Linen

Thirteenth, Lace
Fourteenth, Ivory
Fifteenth, Crystal
Twentieth, China
Twenty-fifth, Silver
Thirtieth, Pearl
Thirty-fifth, Coral
Fortieth, Ruby
Forty-fifth, Sapphire
Fiftieth, Golden
Fifty-fifth, Emerald
Seventy-fifth, Diamond

Sometimes the day slips by before an anniversary is remembered, but cards may be obtained entitled "Belated Anniversary Greetings" with suitable sentiments, and all is well.

There are anniversaries of dear ones who have passed away. Some of these occasions may be remembered by cards with wordings something like the following, which is particularly charming in its kindly thought:

DAYS WE SHARE IN MEMORY

Some days there are which in our hearts
Stand out from other days apart,
And these we share in memory,
The Anniversaries of the heart!

Seemingly there are anniversaries other than those of weddings which people remember, and so we see cards entitled simply "Greetings

FOR MARRIAGES AND ALL ANNIVERSARIES

on Your Anniversary" and other titles of a like nature. Following are two examples of the general style of messages on such cards:

ANNIVERSARY GREETINGS

Accept this little greeting
On its happy way,
With very best of wishes
For your Anniversary Day.

ANNIVERSARY GREETINGS

Wishing you happiness in your home,
Hearts that are glad and light,
With many blessings from year to year
To make life's pathway bright.



When the Stork Comes, Cards Soon Follow



FIRST of all, we must describe the rise and increasing demand for birth announcements, because we must first learn the news before we can send congratulations. The greeting card publisher, always anxious to serve and find uses for such things as he could make, soon learned that cards and folders to be sent out when the little stranger came were not only in demand but sold steadily year in and year out. It is no wonder, therefore, that he turned his attention to birth announcements in the first years of the "new card era."

Carefully ensconced in thousands of baby books are examples of the publisher's art and in such mementos we may see many handsome styles as well as countless others of a more or less hideous nature. From the first the stork adorned baby cards, and we still see him standing at the door with his precious package hanging from his long bill, or with the babe gaily riding on his back, sometimes astraddle and not even hanging on.

The simple engraved styles with little or no decoration came first, but with the lust for illustration and color it wasn't long before we found the birth announcements dressed up in every costume imaginable.

From the first there was a controversy as to which was proper, pink for the boy and blue for the girl, or the opposite; finally and for all time this has been settled. Pink is generally regarded as the proper color for the girl baby and blue for the boy baby.

Simple decorative designs, with pink and blue flowers as the color note, were very popular in 1910 and 1911, many appearing in the form of leaflets or folders printed, lithographed, or engraved on paper. The wording was about the same as at present.

WHEN STORK COMES, CARDS SOON FOLLOW

To announce the arrival of

on -----

weight -----

As the popularity of cards increased, so did the beauty and novelty of these tiny cards and folders. Editions ran fairly large, making it possible, even at the low price, to produce charming designs of exceptional value. Novel creations were eagerly sought and there have been many special editions, not only of cards, but of articles of various kinds, because they were symbolic of some fad or fancy of the mother, or of the business in which the happy father was engaged. For instance, a buyer of leather goods in one of our great department stores secured from one of his factories a number of miniature grips made of leather and exact in every detail. Inserting the card of announcement, he sent them to all his friends and relatives. Needless to say, this unique method of announcement created much favorable comment.

Another, that I have seen quite recently, was a tiny leather book measuring not more than two by one and one-half inches, on the cover of which was "1925" stamped in gold. On the flyleaf appeared, "The Second Edition," and on the next page "Copyright 1925." Next in order, spread out on four pages, came:

Mr. & Mrs.-----

announce the Second Edition in the family

September 10, 1925

Mary Duane-----

weight eight pounds

Seventy-five ----- Road, Brookline, Mass.

Unique announcements of this order cannot of course be had at the shops. But unusual ones have come and gone. One first published in 1917 had years of popularity. It was in the form of a cut-out basket in which lay a tiny baby. Attached by a ribbon was a second leaf which bore the announcement.

THE ROMANCE OF GREETING CARDS

The "Babygram," which has had an enormous sale, was in the form of a small imitation telegraph blank with proper wording to be filled out.

Those with a message in verse are sometimes seen. A small folder with stork and floral border gave the glad news in this form:

I'm sending this small card to say
I wonder if you've heard
Of the wee wonder brought this way
By a celebrated bird.

On the inner page was the space for filling in the facts.

A few are obtainable designating "Boy" and "Girl." Here's a folder with a basket of pink flowers and with the title "It's a Boy." On the third page we find:

A tiny Little Boy blew into our house
at _____

All three of us doing fine

Mr. & Mrs. _____

When the baby is the second arrival, cards could be obtained at one time which conveyed the news something like this:

Did you hear about my new baby _____ (brother or sister)
who came on _____
and whose name is _____
and who weighed _____
_____ (space for name of child)

One of the most recent successes was a tiny bassinet, so arranged that it would stand after being taken out of the envelope. From it protruded a tiny card on which were spaces to write the news.

Cards of congratulation to the happy parents came along soon after the card custom was reinaugurated in 1908, and although they were not all that they should have been, still they were eagerly purchased and sent on their merry way.

Dear little, beautiful Baby,
 Sweet little stranger you are;
 You have come to the home and the heart-love.
 From a bright little wonderful star;
 I would bid the three Graces to meet you
 With their gifts in a royal array,
 And every Good Fairy to greet you,
 Beautiful Baby, to-day.

Emily Selinger



A BABY CARD

Published by the Author
 Sentiment by Emily Selinger



Congratulations Happy Parents
 Good Wishes Precious Baby
 May you be blessed with every joy.
 You precious Little One,
 And have the happiest parents
 Underneath the shining sun.

BABY CONGRATULATION CARD

Published by A. E. Little Company, Los Angeles, Calif.

WHEN STORK COMES, CARDS SOON FOLLOW

One little paper folder bearing a baby's head touched up with hand color is in a collection dating back to 1911. The message follows:

Through all life's ways there 's naught so sweet
As the tiny print of a baby's feet,
And I 'm glad that this blessing, so great and so true,
In Heaven's good kindness is given to you.

Another of early vintage was a French folder lettered by hand with floral decoration:

Oh thou little stranger, new unto this earth,
We send thee a happy welcome on this your joyous birth;
We add our wishes many, and hope that time may bring
A life full of love and gladness and every goodly thing.

In 1912 a sentiment by Emily Sélinger, beautifully printed on a deckle-edged folder of Italian handmade white paper, had a remarkable sale, although it retailed at twenty-five cents. It was entitled "To Baby" and the sentiment on the inner page read:

Dear little beautiful Baby,
Sweet little stranger you are;
You have come to the home and the heart love
From a bright little wonderful star.
I would bid the three Graces to meet you
With their gifts in a royal array,
And every Good Fairy to greet you,
Beautiful Baby, today.

In a floral decorated folder published in 1916 we see this wish:

THE BABY, A MESSAGE TO YOU

It's such a wonderful message —
The one I have heard today,
For it says that a beautiful baby
Has come to your house to stay,
And deep from my heart I am sending
A greeting of gladness untold,
For I know that the joy it will bring you
Is the greatest all life can hold.

The same year there appeared a novel and unique greeting entitled "A Chain of Five Letters to the New Mother," originated and written by Hannah Wheeler Pingree.

THE ROMANCE OF GREETING CARDS

A message on the hand-decorated envelope read as follows:

My heart's so brimming o'er for you, I simply can't restrain it,
And well I know one greeting card could never half contain it,
So I send these letters five and hope they'll be revealing
The gladness and the wishes true that I'm so deeply feeling.

Within the envelope were five separate wishes, with titles on the cover of each telling the recipient when to open. As each was encased in a transparent envelope, the letter itself could not be read until the seal was broken. Needless to say this "shower of greetings" had an enormous sale.

Another popular number at that time carried this message:

O dear little, new little baby,
You're welcome as welcome can be,
And the joy that you've brought is such a great lot
That some is left over for me.

Once in a while we pick up a humorous card for the baby. It is usually directed to the New Daddy. This one is typical of such cards:

Congratulations, fond Papa!
We can guess how glad you are,
So we merrily remind you
Not to leave your debts behind you,
For it's very, very true
You owe us all a smoke, you do!

The illustration was of a nightshirted papa, with sad expression, pacing up and down in front of a tall clock showing the time to be 1:30 A.M. A crying baby was held closely in his arms.

On another entitled "Hurrah!" we read:

Your most welcome tidings
Of course make us glad.
Three cheers for the Baby
And Mother and Dad.

The baby cards of today are so beautiful and so varied in sentiment that it is impossible to say that this or that one is the best seller. There are a few which retail for five cents, but the sale is small, most people preferring to spend at least fifteen cents or more.

Illustrations of babies, with floral designs added, are always popular. Hence we see most baby cards bearing colorful pictures of cribs,

WHEN STORK COMES, CARDS SOON FOLLOW

bassinets, cradles, storks and blue and pink flowers. On a flat plate-marked card picked up recently was this sentiment:

GREETINGS TO YOU ALL

There's surely joy at your house
For the little Stranger Guest.
And all your friends and neighbors
And the folks who know you best,
Extend congratulations, and here are wishes true,
To say God bless that Baby, and Mother and Daddy too!

A folder with charmingly hand-colored design on the cover and entitled "Greetings to the Happy Family," carried this message on the insert in dainty engraved lettering:

A little stranger, small and sweet,
Has come to make your joy complete;
A ray of sunshine from above,
To fill your home with cheer and love;
And may you now and always be
A very happy family.

In another dainty little folder, with pink and white flowers and reading "Congratulations to Mother, Baby and Daddy," on the insert, we find this beautiful verse:

CONGRATULATIONS

Just the very dearest baby
Any parents ever had,
Is the one, I'm very certain,
That has made your home so glad,
So I send that dearest baby
My congratulations true
For its very wise selection
Of a happy home and you.

We find cards addressed to both parents and baby, to the "New Little Mother," to just the baby. Many times there's a proud grandmother, so we find cards with sentiments of this order:

CONGRATULATIONS TO THE NEW GRANDMOTHER

You have a new title, so they say,
And "Grandmother Dear" they call you today.
Congratulations most hearty to you,
And greetings to mother and baby new.

There are cards for the "First Baby," and probably in the years to come we'll see cards made expressly for the second, third and fourth

THE ROMANCE OF GREETING CARDS

— who knows? Soon we may see others congratulating the little “Sister” and the little “Brother.”

Years ago a certain concern published a card congratulating the parents on the arrival of twins, more as a talking point than that they expected to make any money on its sale. A salesman with a rare sense of humor was showing his wares to a dealer when he came to this new card. The buyer read it and thinking to “kid” the salesman, said: “What are you going to do when triplets come?” In a trice the “knight of the road” produced his bunch of “Sympathy Cards” and said, “Send ’em one of these.”

Today there are a few styles of cards on the market suitable to send to parents of twins, but so far as I know, “Sympathy Cards” would have to be used for triplets, or more.



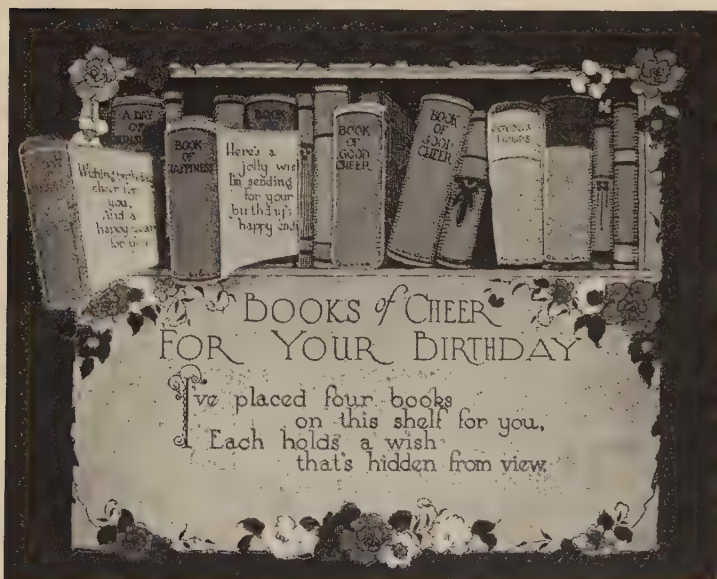


A UNIQUE CHRISTMAS CARD

Mr. Richard W. Freeman of The Frank E. Davis Fish Company of Gloucester, Mass., desiring to greet his friends at Christmas time, 1925, evolved a most original and out of the ordinary Christmas card.

The reproduction poorly illustrates the piece of real dried codfish skin upon which was printed the message. Measuring about three by five inches, it was easily mailable in an ordinary envelope and certainly created a warm feeling in those who received it.

The expression "Cum aboard and git a hake" is often used by the crew of a fishing vessel welcoming a friend on board.



SHOWING TWO RUST CRAFT "TUKKINS"
Each of the four little slips when pulled out reveal extra sentiments

Expressing the Thought Behind the Gift and Conveying Thanks



UT of the simple wishes which formerly spoke their brief messages on gift cards, there have come to us a wealth of sentiment and kindly thoughts embodied on gift cards for every imaginable purpose and occasion, and all within the last ten or twelve years. It probably would be folly to claim that any one concern or individual was responsible for the evolution in gift card sentiments, yet my personal opinion is that when

Martha Banning Thomas wrote a gift card sentiment, which she had used privately on a piece of her own needlework, and then sold it to a Boston publisher of greeting cards, who made it up into an attractive little card in 1913, she deserves the credit for an innovation that has had no end. It is a remarkable fact also that this same verse has stood the test of years and is still a big seller.

You may have seen it dressed up in many different garbs in these years of rapid changes, but the wording is exactly the same as in the original:

MY GIFT FOR YOU

The work of the hands is a wee thing to show
In a world that is as busy as this is,
But perhaps 't would seem better if one were to know
That love was caught up with the stitches.

Imagine, if you will, the pleasure of the dear friend or relative receiving the gift of handiwork accompanied by one of these cards. The intrinsic worth of the gift is enhanced a hundredfold by the statement, "love was caught up with the stitches" — charming in its very simplicity. This is truly a classic among special gift card sentiments and the forerunner of many by this same talented lady as well as countless others by other writers.

THE ROMANCE OF GREETING CARDS

The success of this "special" was soon followed by others, notably to accompany dolls, toys, photographs, gloves, stationery, neckties, crochet work, leather, pictures, towels, flowers, candy, cigars, fountain pens, veils, playing cards, aprons, slippers, books and many other things. One that enjoyed nearly as large a sale as the "linen" sentiment was this one to accompany handkerchiefs:

These square bits of linen have come just to say
Best wishes to you on this glad Christmas Day;
They hope you are happy clear down to your toes
And you 'll always be able to blow your own nose.
— M. B. T.

Still another out of the ordinary style was to be sent to announce the coming of a magazine during the next twelve months. But let us not suppose that those mentioning specific gifts took the place of the cards for gifts in general; rather did they tend to increase the quality of all sentiments used on gift cards. As we are trying to tell this story in the order in which things happened I will quote the following three sentiments taken from early issues, all of which sold in different forms for eight or ten years.

A little gift I here enclose,
And though not much you 'll find it,
I hope you 'll like it for the sake
Of all the love behind it.

Here's a gift I hope you will treasure,
For giving it gave me much pleasure.

The gift I am sending is very small,
But the love going with it can't be measured at all.

We find three or four occasions and purposes where gifts are used more than at other times. Christmas gifts of course lead in point of numbers very easily, so we have an abundance of cards, both the ordinary "enclosure" cards saying simply "With Best Wishes" or "Merry Christmas," etc., and the cards conveying a wish embodied in a verse.

Quoting from one of the first Christmas gift cards we find this thought:

A little gift, a great big thought,
A wealth of Christmas greeting,
And may the time be very short
Before we two 'll be meeting.

GIFT AND "THANK YOU" CARDS

Another of later publication said:

THE WISH WITH THIS CHRISTMAS GIFT

Although you may not see them
Displayed in open view,
A hundred happy wishes
Accompany this for you.

One that was extremely popular in 1925 bore this message:

With this Christmas Gift for you
Are hearty greetings tucked in too.

Here's another good seller:

A little gift that brings good cheer
For Christmas Day and the coming year.

In point of numbers, wedding gift cards have been the best sellers for the all-year occasions where gifts are sent, so we find this old card, known to have been used as early as 1913 and perhaps published much earlier. Although the sentiment is rather crude it no doubt sold well:

Today a Wedding Gift I send,
With many a wish sincere;
May joy be yours without an end
And love crown every year.

Compare that verse with this one which is having a big sale at the present writing (1926):

This Wedding Gift will bear to you
Who now are one, but once were "two,"
A wish for happy married days,
A sunny path through sunny ways.

More formal styles may be found both with and without decoration. The following was taken from a card that is enjoying a big sale. It has a rather heavy blue and gold border within a plate mark:

With Best Wishes to the Bride and Groom.

Next following wedding gifts come those for the baby, and the earliest example of the special baby gift card I find with this thought:

Here's a little something for the baby,
Also wishes fond and true;
May its life be long and happy,
And ever prosperous too!

THE ROMANCE OF GREETING CARDS

Tiny little gift cards are well liked because they are going to tiny folks, so we find this thought on a little folded card measuring not more than one inch by three inches:

A GIFT FOR THE NEW BABY

Dear little new arrival,
You bring your own good cheer,
And here 's a loving gift to show
How glad we are you 're here!

Lately this sentiment was published on a cute little card retailing at ten cents, for nowadays a ready sale of gift cards is assured at ten cents and even more, whereas in times past five cents was the limit.

A GIFT FOR THE BABY

The Gift you see is but a part
Of what is sent you, baby dear,
For happy wishes from the heart
And many tender thoughts are here.

Of late years, cards to accompany shower gifts have been in great demand and there are many excellent cards available for this purpose. One of the first copies I have seen carried this thought:

Something for your Hope Chest,
Coming just to say
That I wish you gladness
All your future way.

Cards such as you find in the shops today bear sentiments like this:

My love goes with this little gift
To reach you in a shower.
May Sunshine always be your share,
And health and wealth your dower.

A few cards with cut-out features may be bought for shower gifts. This sentiment was taken from one with a little goose carrying an umbrella cut out around the top:

To "Shower" you with wishes true,
That's what this gift has come to do.

Special ones mentioning the purpose of the shower are in plentiful array; this, for example, from one to "Bride-to-be":

A tiny package for the Bride,
And when she takes a peep inside
I hope she 'll say "Why, dearie me,
It's just the thing I wished to see.

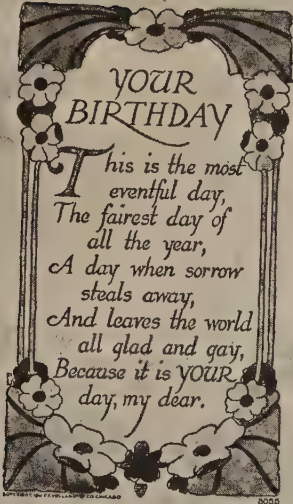


FUNNY

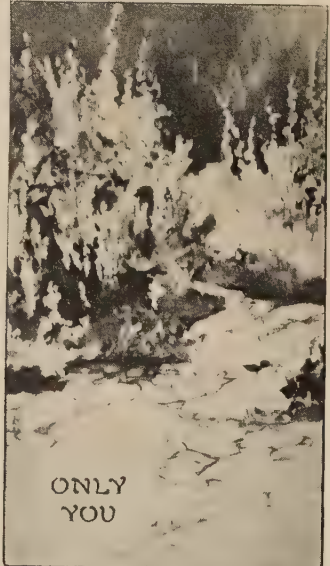
*Funny how I got to thinkin' of you
Just now!
Thought of you—yes, I was seein' you, too.
Somehow!
Odd how all-overish such thoughts can be
Somehow—
Wonder if you wasn't thinkin' of me,
Just now!*

W. D. N.

EARLY HAND-COLORED
FRIENDSHIP CARD



HAND - COLORED
BIRTHDAY CARD



OFFSET COVER
DESIGN

ONLY
YOU



HAND-COLORED
CHRISTMAS CARD

GIFT AND "THANK YOU" CARDS

There are appropriate cards for graduation gifts as well as for valentine and Easter gifts. No doubt many other occasions where gifts are used will be taken care of with cards as the years go on, but birthdays and special cards for flowers, candy and so forth are already in the shops.

For groups of people combining to make one gift there are all sorts of cards and folders retailing for as much as half a dollar each. Some of these have space for many signatures, making the card a valuable keepsake.

A folder with floral decoration and entitled outside, "Our Wedding Gift for You," has this verse inside:

Accompanied by this gift today
Are many wishes bright and gay
For cheer and happiness all through
The wedded life that waits for you.

Another with handsome landscape to make it attractive says:

OUR GIFT FOR YOU

This gift bears hearty greetings
From all of us to you,
And countless happy wishes
To last your whole life through.

Still another beautiful folder has this charming verse upon the second page:

A gift with all good wishes
From all of us, for you,
With wishes for real happiness
And cloudless skies of blue,
And in our thoughts we 'll follow
Where'er your feet may stray,
And may each year renew the joy
We are wishing you today.

Opposite, on the third page, are these words: "From All of Us for You," with the balance of the page for signatures.

Should a few friends like to send a shower gift, this sentiment appears on a pretty little pink card, with hand-colored designs:

WITH OUR SHOWER GIFT

We hope you 'll like this Shower Gift.
It has a mission too;
It brings a wish of happiness
From each of us to you.

THE ROMANCE OF GREETING CARDS

Others of a general nature may be found in ordinary gift-card form, but worded for one or more persons to send.

Where gifts are received, thanks are usually sent, so publishers issued cards of thanks, some specific but many of a general nature. The following are typical of early sentiments. Some of them have withstood the years and may still be bought.

Your gift was such a sweet surprise
No words can quite convey
My joy to know you thought of me
In such a pleasant way.

This little card will scarcely hold all
The thanks I would like to send
For the dainty gift, which will always recall
The kindly thought of a friend.

This is an engraved card, with hand-colored roses for embellishment, for a single person to send:

I THANK YOU

Thank you for the lovely gift,
Thank you for the kind thought too,
But I prize it most of all
Just because it came from you.

Other cards must be worded for two or more people and so the message has "we" in it. The following is from a script engraved card with a spot of morning glories colored by hand:

WE THANK YOU

Your gift is just fine and dear,
And we hope you will not mind it
If we tell you it is just as dear
As your own sweet thought behind it.

People haven't been satisfied to send "Thank You" cards of a general nature for special gifts, such as for weddings, birthdays and a few other occasions that come quite frequently, so publishers have found it profitable to issue cards with titles and sentiments to fill the demand. From a little card that has had a fine sale we find this formal sentiment:

THANK YOU FOR THE WEDDING GIFT

We wish to thank you
for the beautiful gift and
for your good wishes
for our Wedding Day.

GIFT AND "THANK YOU" CARDS

For the "Shower Gift" there are a great variety of sizes, designs and wordings, many used as a "Baby Gift," a gift of "Linen" and so on, but the following is typical of the general style:

THANK YOU FOR YOUR SHOWER GIFT

"Your Shower gift
Brought joy indeed to me,
And I would have you know
I'm pleased as I can be."

More cards of a "Thank You" nature are sold between Christmas and New Year's than at any other time. Myriads of Christmas gifts have been received and so the stores do a thriving business at that time on cards of thanks as well as on the regular New Year's cards.

These cards usually bear a holiday look, but all sorts of decorations are used to make them attractive and they vary in size and worth according to price. At five cents each there are very fine-looking ones, but you may pay as much as twenty-five cents for ribbon-tied folders with handsome covers and engraved verses of "Thanks" stamped on the insert. Others at ten and fifteen cents are worth all they cost, for value is generally to be found in greeting cards.

As a rule the less expensive styles embody not only a "Thank You" for the gift received, but express a wish for the New Year at the same time. Here is one of thanks only:

THANK YOU FOR YOUR REMEMBRANCE

It was nice to be remembered
By you on Christmas Day
And so this little "Thank You" card
I'm sending on its way.

From a card with tall hall clock design comes this message:

HAPPY NEW YEAR AND MY THANK YOU

My Christmas Day was bright all through
Because of the gift and thought from you,
And I'm sending a wish sincere
For the happiest kind of a glad New Year.

Here is another that was very popular in 1925:

HAPPY NEW YEAR WITH MY THANKS

Many thanks for the gift
That came to me from you.
Do I like it very much?
Yes, indeed I do.

THE ROMANCE OF GREETING CARDS

From the following you may see that even if you only receive a card you may send thanks for it:

HAPPY NEW YEAR AND THANK YOU

To thank you for your Christmas card
With all its words of cheer,
All good things are wished for you
In this, the glad New Year.

This seems to be an appropriate chapter in which to tell about cards published in almost endless variety as money holders. Gifts of money, either bills or coins, are always graciously and thankfully received, but it takes the coldness off if they are sent in a cute way. Great ingenuity and creative ability have produced many unique cards for this purpose, generally for the holiday trade. Among the first of such cards was one published years ago, I believe by the Volland Company, bearing a message similar to the following, with a device to hold a bill so folded that only the portrait showed, the design forming a frame for it:

Here 's a small "steel Engraving" with wish sincere
For a Bright and Merry Christmas, and a happy New Year.

This card was a tremendous success, and from that time on designers have vied with one another to produce original ideas as carriers for coins, bills and checks. One cannot say that this or that has been a "best seller," for there is no method by which we can arrive at such a judgment, but I will endeavor to describe some that I know have been popular.

Appropriate titles, or phrases that are familiar to all, are generally used as the idea behind the thought expressed and the design that holds or frames the bill or coin holder. "Money to Burn" inspired the design of a fireplace, the logs of which were cut out, leaving a space for a bill to be inserted, and so folded that it would take the place of the logs. This sentiment gave it the touch that made it popular:

"Money to burn" in the Yule-log glow,
Bringing a greeting from Someone you know;
"Money to burn" in your own special way,
To buy you some gift you are wanting today.

By cleverly folding a card with a dog-house decoration there is a hiding space within for a bill or a coin of any denomination. The

GIFT AND "THANK YOU" CARDS

cute dog with his head out of the open door holds the whole device together, and underneath is this sentiment:

There 's a treasure inside,
And I 'm guarding it, too,
If you 'll let me out
I 'll show it to you.

Christmas trees of all shapes and kinds have been used in every possible manner on all sorts of Christmas cards. It is not extraordinary, therefore, that some designer thought of a money holder in the form of a Christmas tree. One with a simple folding device holds a little envelope in which may be slipped a coin, and outside is this sentiment:

This gift could n't hang on the Christmas Tree
But it 's hidden behind it, as you may see.

A brightly colored treasure box with padlock hanging outside, holding the device securely together, has on the outside this verse:

Here comes a little Treasure Box,
And if you 're good at picking locks
You 'll raise the lid without delay
And find the treasure laid away.

Within is a tiny red envelope in which may be inserted a golden coin or a folded bill.

Everybody has wanted a barrel of money and this want has suggested a money holder. For several years the following caption has been used in various ways. A recent number is in the form of a Santa Claus holding around his cut-out arms a barrel, behind which is a receptacle to hold a folded bill. Underneath is this verse:

A BARREL OF MONEY FOR YOU

This barrel full of money
I send with this intent,
That you should spend it as you wish
Down to the bottom cent.

Miniature pocketbooks of various designs have been used for several years. Some are in imitation leather, others are of bright red cardboard. Usually there are no verses in coin or money holders of this description.

The "bank of Christmas" is an expression that is easy to utilize

Sunshine for the Shut-In



THE first cards for those who were shut in or needed a cheer-up message, of which I know anything, were inspired by a "Sunshine Society" in western Massachusetts in 1911. At the suggestion of this society, little folders, printed on ordinary white and buff paper, were issued to retail for two for five cents in order that Sunday-school teachers and other workers could use them in quantities. Simple floral decorations, hand colored, were their adornment and among the first twelve or fifteen sentiments were the following:

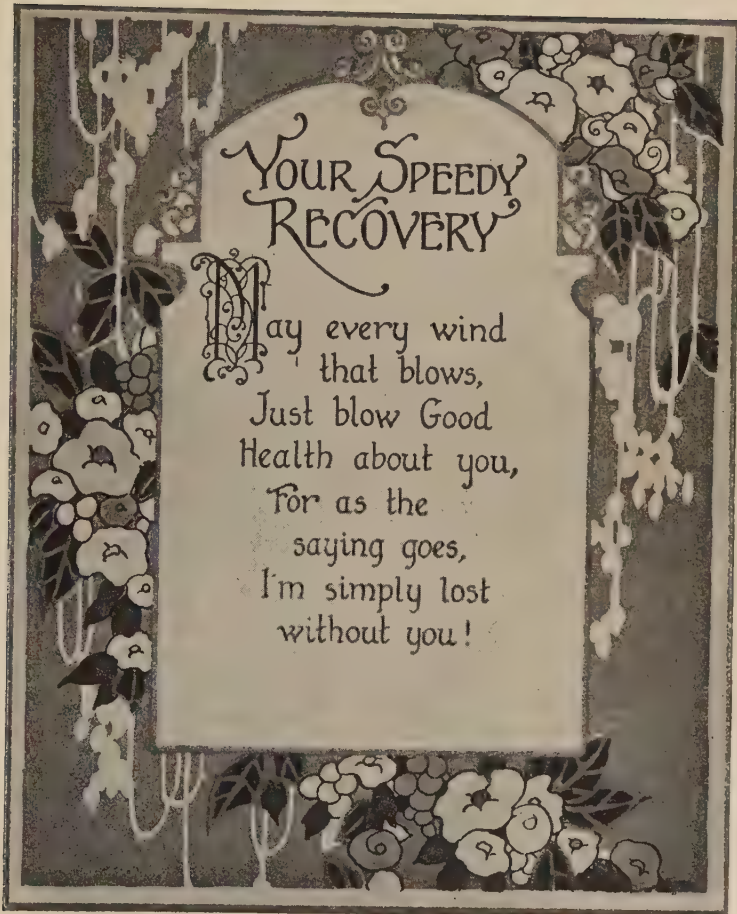
I am sending a Sunshine Greeting to you,
And as it gleams the doorway through,
May the golden days you have thereafter
Be filled with sweet and sunny laughter.

We never catch the sunshine as it dances
On grassy lawn or ivy-covered wall,
But we have found that life brings other chances,
There's SUNSHINE in our hearts enough for all.

Let the Sunshine in to cheer you,
For our hearts need warmth and light;
It will bring my friendship near you,
With this Sunshine Greeting bright.

The word "sunshine" goes well with "greeting cards," and possibly the slogan "Scatter Sunshine with Greeting Cards" was inspired from these first "sunshine" leaflets, but anyway, it is pleasant to know that the first "shut-in" messages carried the charming word "sunshine."

When one stops to consider the matter, there is no time when kindly thoughts are more appreciated than when one is ill at home or in a hospital. The greeting card is performing a great uplift work, for it is scattering sunshine just where it is greatly needed. As the mailman leaves his packets of kindly messages, eager hands hurry them to the invalid, where the beautiful bits of cardboard are trans-



A REAL SUNSHINE SCATTERER

Published by the Bromfield Publishers, Boston, Mass.

SUNSHINE FOR THE SHUT-IN

formed into rays of living sunshine to warm and heal the broken heart and body of the patient. Ofttimes tears of joy and gladness well up into the eyes of the recipient, silent tokens of thankfulness for the remembrance of friends and relatives so charmingly expressed through the medium of the greeting card.

Is it any wonder, then, that the sale of cards for this purpose is growing by leaps and bounds? Soon more "sunshine" cards will be sold than cards for birthdays, their nearest competitor. Showers of cards early inspired a publisher to issue a decorated envelope in which were five messages to be opened on five different days. Another published a tiny box filled with "Comfort Powders" in the form of "thoughts for the person who happened to be shut in." There was also marketed with good success a little box containing four English walnuts, the meat of which had been removed and wishes on small squares of paper inserted. These were called "Nuts to Crack" and on the box cover was this message:

I thought perhaps when hours lag
And time just seems to drag and drag
You'd like some tempting nuts to crack —
They'll open with the merest whack,
And there before your eyes you'll find
A nut meat of a special kind;
And if you eat them moderately
They'll last a whole week long, you see.

A prescription pad of seven wishes to be taken "as directed" was well received, as also a book of six hand-colored post cards to be sent from time to time as desired. One of the most popular novelties ever published was a little drug box containing five large capsules, in each of which was rolled up a thoughtful message. On the box label was this wording:

GREETINGS WHILE YOU'RE ILL AND SHUT IN —
FIVE SUNSHINE CAPSULES

These Capsules are prescribed for You
By Dr. Sunshine bright and true,
Take one each morning while they last
Or oftener, but not too fast.

In 1918 there appeared a little book called "Sunshinage" (Good on Any Sunshine R.R., Thirty Miles). On the cover was the title and this rhyme:

Ev'ry Mile's a Smile, as you'll agree,
Read one a day and then you'll see.

THE ROMANCE OF GREETING CARDS

Bound within were thirty sentiments to cheer up the one who was ill. They were so arranged that the sender could seal them and they could be torn off from day to day like a mileage ticket.

There were packages of five letters, tastefully arranged, and another of five Bible quotations put up to be opened at five times, and a clock with turnable face that brought a short wish to light at each of the hours. Many were the folders and cards to choose from, some bearing messages that have become classics in their own sphere. From one of them I quote:

A WISH FOR HEALTH FOR YOU

Mix equal parts of sunshine and pleasant dreams and add
The warm good wishes of an old-time friend,
Take in liberal doses, with care-free heart and glad;
It's the best prescription I can recommend.

A card with three handsome butterflies, wings aflight, each bearing a wish hidden underneath, was also popular in 1918. A little later there came to the counters "A Ticket of Good Cheer," being a card on which was a ticket containing seven wishes, and this wording on the "contract" form: "To get well quick, this ticket is good only on this road. Coupons should be torn off only at the rate of one a day." The coupons were so arranged that the sentiments could not be read until detached. The following message appeared on the card beside a handsome little landscape:

I'm sending a ticket "to get well quick,"
And I hope you will start today;
And may your journey be fast and sure,
With bright scenes all the way.

With some changes this idea may still be found in card form and it should survive for many years.

"Frisky Wishes" was the title of a little card that was very popular for several years; it read:

If I could send upon a card
The wishes in my head,
They'd make you feel so frisky that
You'd hop right out of bed.

Another success of 1920-1921 said on its parrot-decorated surface:

POLLY SAYS, "GET WELL SOON"

Polly wants a cracker! Got one you can spare?
Polly gets so hungry, sitting perched up there!
And she's oh, so clever! Talks quite plain, you see,
Says, "I hope that very soon strong and well you'll be."

SUNSHINE FOR THE SHUT-IN

A humorous card of that time had this to say to the many thousands who received it:

SHUT IN, EH?

Suppose you do get a little rest, think of the shoes you save;
Suppose you do feel blue about bein' laid up for a spell;
You don't have to remember where you left your umbrella
Or be late to any meal!
Make the most of it!

"A Good Health Wish" is the title of a card with four balloons inserted in slits, on each of which, hidden away, is a sentiment. Another cute idea is entitled "A Well Wisher." By pulling a string, up comes a bucket from the well and upon opening it up we read:

This bucket o'erflows
With wishes that tell
From the depths of my heart
I'm wishing you WELL.

Of late years cards for the shut-in and the convalescent have been so numerous and varied that it is almost impossible to follow the individual successes. One was issued a year or two ago that had six wishes inserted behind a clock face. The message was entitled "Sunshine Powders, take every two hours." There followed a general "get well" message. Another, with four or five messages tucked in a barrel of flowers, was under the title of "A Barrel of Sunshine for You." Others have followed in quick succession. There are now "Rays of Sunshine to Help You Get Well," "A Garden of Flowers for You," "A Shelf of Good Cheer for You," "A Little Book of Messages," "A Barrel of Moonshine" and so on—all with several wishes hidden away in all sorts of cute ways, any one of which will bring cheer and happiness.

Cards with smiles are always welcome and on one, very popular just now, is a dog with "button" face bearing this message:

I'm button in to tell you how doggone glad I'll be
when you get well again.

A cat with dumb-bells on a brightly colored card brings this message:

GOOD
BETTER BEST
I'm so sorry to hear you're sick
And send this card to tell,
'T will be Good to know you're Better
And Best to know you're well!

THE ROMANCE OF GREETING CARDS

"Make it Snappy" is the title of a cute card with figures jumping in and out of bed, the sentiment reading:

May the time you're ill be short —
Your stay-in-bed so slight,
You'll just jump in the left-hand side
And then jump out the right.

For one who is in the hospital there are sentiments like these:

LOVE AND SYMPATHY TO YOU IN THE HOSPITAL

If wishes can do it,
Such wishes as mine
Will bring you soon home
And feeling just fine.

TO YOU IN THE HOSPITAL

I'm hoping to hear
You are better today,
Now please hurry up
And get well right away;
This hospital life
Is n't easy to bear,
And I'll think of you often
As long as you're there.

Then there are special cards for those who have met with an accident or had an operation, one of the latter reading:

AFTER YOUR OPERATION

Over the hill! Well, good for you!
It's dandy news folks have to tell;
Your friendly heart has courage, too.
Congratulations! Now get well!

"The Giver of Gifts" is the title of a real classic in cards. It is suitable to send any person who may be shut in, or who has met with any sort of trouble whatsoever. This wonderful wish is as follows:

May the Giver of Gifts give unto you
That which is good and that which is true,
The will to help and the courage to do,
A heart that can sing the whole day through
Whether the skies are gray or blue —
May the Giver of Gifts give these to you.

Sometimes the fellow workers in an office miss a companion who is laid up at home or in the hospital, and there are several cleverly worded



THE CARD DISPLAY CASES ARE LIGHTED FROM CONCEALED LIGHTS OVERHEAD. C. F. DECKER'S, PHILADELPHIA, PA.



REINE'S CARD DISPLAY RACKS AT C. F. DECKER'S, PHILADELPHIA, PA.

SUNSHINE FOR THE SHUT-IN

cards that serve to bring sunshine into the heart. One of these has as its decoration a desk with a cobweb entangled all around the chair and 'phone. Three people loll about, one saying "What'll I do?" and another "This quietude is sumpin' awful"; even the cat mews, "When yuh comin' back?" The title and sentiment read as follows:

THE OLD PLACE AIN'T THE SAME

Gee! we're missin' you
All o' the while,
Missin' the sight an'
The light o' your Smile;
Why, the place ain't the same
Since you went away,
Cause we're missin' you
More and more every day.

When news comes that the patient is better or entirely recovered, cards a-plenty are obtainable to extend "best wishes" in all sorts of wordings. From one of them we quote the verse:

I'M So GLAD

Gee! But I was tickled,
Most let out a joyful yell
When I received the tidings
That you are getting well.

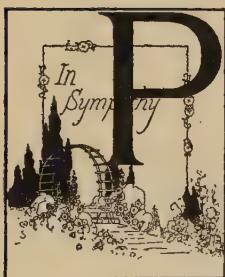
So many have been the calls for "Thank You" cards for courtesies extended during an illness that special cards are to be found everywhere. They are worded something like the following:

THANKS, I'M GRATEFUL

For the many, many kindnesses
That you have done for me,
I don't know how to thank you,
But I'm grateful as can be.

One might fill a book with beautiful wishes of good cheer and offers of assistance, contained on cards for folks in trouble and sick and shut in, but examples of the various styles offered above are sufficient to show the wide variety of greeting cards obtainable.

Sympathy for Those in Bereavement and Acknowledgments



PROBABLY there is no occasion more difficult for the average person to meet than that requiring a message on the passing of a friend or relative. It is little wonder, then, that condolence cards were among the first to be published after the card-sending custom got well under way.

To say just the right thing is almost impossible, even for those who are endowed with a peculiar talent for comforting the afflicted, so from the first, sentiments for such cards have been the most difficult to obtain. If there is any one purpose to which cards are put, that depends upon the sentiment expressed, it is that of condolence. The style of decoration matters little, so long as it is simple and quiet in coloring; and the price is in most instances unimportant. Unless the sentiment is appealing and contains a real comforting message of heartfelt sympathy, the card will never sell.

I haven't a doubt that there have been more unsuccessful sympathy cards published than any other style. When a sentiment, however, is found to have a popular appeal, it is quite likely to remain year after year in a publisher's stock.

The earliest available example of a message of this kind bears the date of 1911 and is entitled "A Comfort." It was written by Elizabeth Porter Gould, printed in gold, lavender, gray-green and black, on a white paper folder. It certainly was appropriate in its simplicity, and the sentiment expressed, although unlike those of a later date, contained a note of cheer and hope and comfort.

"They that sow in tears
Shall reap in joy,"
Sang a poet heart in the long ago,
'Midst depths of sorrow, pain and woe;

SYMPATHY CARDS AND ACKNOWLEDGMENTS

And what to him was truth and life
Has shown, through all the ages' strife,
To be at last our beacon light
Of comfort in the darkest night.
"They that sow in tears
Shall reap in joy."

Another folder entitled "Consolation," the sentiment of which was written by Emily Sélinger in 1911, was well received:

God be with you, O Friend of mine!
'T is all that I can say;
I ask this precious boon of you
Through all the hours of day.

And may your Soul above the world
Of care uplifted be;
Calm on your way as stars that shine
In God's immensity!

A violet-decorated folder received in 1912 conveyed this very excellent sympathy message by M. L. S.:

My loving sympathy I send,
And in this time of sadness
Remember that you have a friend,
As in your hours of gladness.
If I could laugh when you were gay,
My heart can ache for you today.

A few years later James Whitcomb Riley's classic "Away" was published under two titles, "He Is Away" and "She Is Away," and unquestionably has been the largest seller ever since. It will no doubt sell as long as cards are published, for it has an appeal found in no other message. Although everyone is familiar with this sentiment, which is owned and controlled by the Bobbs-Merrill Company, it is reprinted here with their permission:

I cannot say, and I will not say
That he is dead. He is just away!
With a cheery smile and a wave of the hand
He has wandered into an unknown land

And left us dreaming how very fair
It needs must be, since he lingers there;
And you — oh you, who the wildest yearn
For the old-time step and the glad return,

Think of him faring on, as dear
In the love of There as the love of Here,
Think of him still as the same, I say.
He is not dead — he is just away.

THE ROMANCE OF GREETING CARDS

This beautiful poem was written as a tribute to General William Henry Harrison Terrell, who died in Indianapolis on May 16, 1884. General Terrell was adjutant general of Indiana during the Civil War and was able to render conspicuous service to Governor Morton.

The poem was printed in the *Indianapolis Journal*, May 31, 1884. The first version carried a sub-title which read: "In memoriam General W. H. H. Terrell." Riley "loved the man dearly," so the biographical notes say, and was impressed not only with his service to Indiana during a critical period, but also with his kindly disposition and his love of nature. The following lines were taken out by the publisher of greeting cards from between "he lingers there" and "Think of him."

Mild and gentle as he was brave, —
When the sweetest love of his life he gave
To simple things. Where the violets grew
Blue as the eyes they were likened to,
The touches of his hands have strayed
As reverently as his lips have prayed.
Where the little brown thrush that harshly chirred
Was dear to him as the mocking bird;
And he pitied as much as a man in pain
A writhing honey-bee wet with rain.

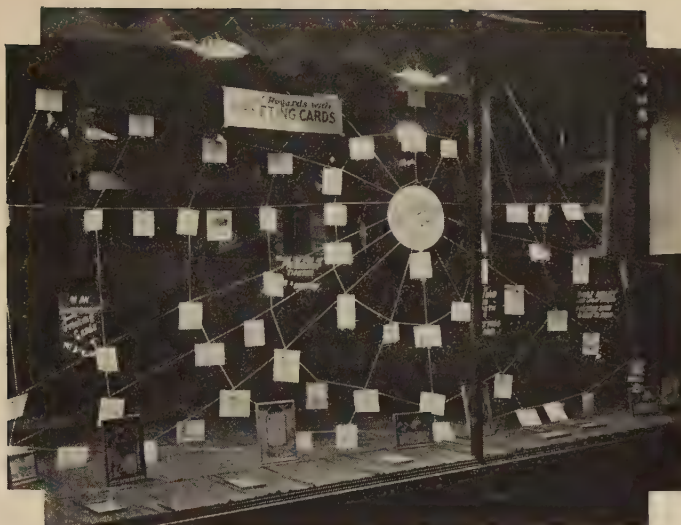
In 1917 Hannah Wheeler Pingree wrote the following beautiful lines, which appeared on a plain white card with lavender decoration, under the title of "Sympathy":

When all was bright and you were glad,
Dear Friend, I loved you well,
But now when you are grieved and sad
Ah words can never tell
How very deep, how very true,
The love that I am sending you.

This sentiment on a violet-decorated card, entitled "A Prayer of Sympathy," was a popular number about 1919 and 1920:

In your hour of loss, when the shades are drawn
And your heart bowed down with the dear one gone,
May the light of Faith more clearly shine
And comfort come through His Love Divine.

Many people prefer the simplest of cards and folders for extending sympathy, and so we find many at the present time with just the caption on the white ribbon-tied folders "In Sympathy," perhaps die



FRIENDSHIP DAY WINDOW

Designed and used with telling effect by Donald K. Groves,
Hammond, Ind.



EXCELLENT WINDOW, SHOWING CARDS "IN RIBBONS" AT EITHER SIDE

V. A. Morrell, Lynn, Mass.

SYMPATHY CARDS AND ACKNOWLEDGMENTS

stamped in silver or lavender, and inside on the insert a message similar to this:

Extending sincere sympathy to you
in your bereavement.

On still another card, much smaller, is stamped this well-worded thought:

Whatever comfort there may be in sympathy
is extended to you in deepest sincerity.

There are hundreds of styles and wordings available for acknowledging messages of sympathy and for flowers, as well as for kindnesses rendered. These are usually plainly engraved in either script or shaded Old English lettering without decoration and stamped on plain white cards, or plate-marked cards, with or without black border and sometimes with lavender borders. A few of these correct messages, taken from popular numbers, are shown:

Gratefully acknowledging
and thanking you for
your kind expression of sympathy

The family of

gratefully acknowledge your kind
expression of sympathy

We shall always remember
with deep gratitude your
comforting expression of sympathy

Gratefully acknowledging
and thanking you for the flowers
and your
kind expression of sympathy

Wishing the Traveler.

God Speed



IN the good old days when everyone seemed to have time and inclination to write letters, it was natural and fitting that a well-wishing note should be sent when a friend or relative went away on a journey, especially a long one.

But in 1912 came Fred Rust with his first "Bon Voyage" card, not dressed up all gorgeously, like the ones we now see, but just a simple card of greeting, with this message:

BON VOYAGE

You're now of the notion to cross the big Ocean
And gaze on the things you've wanted to see;
I'm wishing you pleasure and joy in full measure,
'T will add to my joy if you'll just write to me.

The idea was new and novel and he sold a good many, although in those days his distribution was limited. Other publishers soon followed suit, but the demand was scanty at first, for people did not know that such things as "Bon Voyage" cards or cards for those taking an ordinary train journey were even in existence. Besides, travel was not nearly so universal as it is today.

Then came the going-away card, inexpensive at first, retailing for as little as five cents, for from 1910 to 1914 people didn't think of spending as much as they do now for cards. Here is a sentiment that, poor as it may be, was tastefully printed on a little odd paper folder which sold for ten cents. There was hand coloring both on the outside and the inside, the decoration being a wishbone and a four-leaved clover.

When you go away
Kind thoughts you need,
And so I say
Good Luck — God Speed.

WISHING THE TRAVELER GOD SPEED

Twenty-five or thirty-five cent "Bon Voyage" cards enjoyed a sale from almost the first, and those at less price were not nearly so popular. The writer well remembers an incident that shows how thin the ice is in the greeting card business.

A "Bon Voyage" card displayed on the cover a night scene and a great liner lighted from stem to stern and riding on the crest of a wave. The salesmen were taking orders for its immediate delivery and were selling goodly quantities of it, when out of the night, like a flash, came the news of the awful *Titanic* catastrophe. Not one of those cards was sold afterwards, the dealers declaring the picture was too nearly that of the great ill-fated ship. Needless to say it was withdrawn immediately.

Then came the Great War, and the sale of "Bon Voyage" cards was practically wiped out, the few sold for those sailing to the Bahamas, West Indies, etc., being almost negligible. But publishers took advantage when the United States entered the conflict and issued cards especially made for soldiers leaving. These will be treated in the special chapter on "The Great War Greeting Cards."

In 1919 the demand again increased for "Bon Voyage" cards and all sorts of travel cards rapidly became popular.

Ships from the ancient caravel up to the great four-stack present-day liners were pressed into service by designers of ocean-trip cards. Sea gulls, deck chairs, shuffleboard, dock scenes, in fact everything pertaining to the ocean has been used for embellishment and illustration.

A friend making a trip to the Mediterranean in 1924 received among many others five copies of a card that was probably the best seller at the time. It was a blue card about eight inches long on which was the picture of a great ship; each of its four funnels proved to be a slip which, when pulled out, revealed a message for the day. Where the "bridge" ordinarily is, was a fifth slip for the fifth day out.

Humorous cards for the voyager are very much in demand and I will try to describe some of them. The first, in the shape of a shipping tag, has for its decoration a posy or two and a tag tied to a trunk. It reads:

BON VOYAGE

I'd like to be a baggage tag,
With nothing else to do
But dangle from a steamer trunk
And "Tag Along" with you!

THE ROMANCE OF GREETING CARDS

The second, by J. J. McEvoy, reads :

BON VOYAGE

So this is Paris, — so this is Rome,
So this is London, — so this is Nome,
That 's nice, you bet,
But don't forget that this is Home!

To the right and left of the first two lines are people looking at scenes in those places, and at the bottom is a space to write the "Home Town" name.

One of the big sellers in the past two or three years has the picture of a man hanging limply and dejectedly over the rail of a boat. Nearby is a life buoy marked "Good Luck," and across the top of the card are the words "Bon Voyage."

The man receiving a card in the form of a large tag, with a miniature tag dangling on the end of a string, on which his name is supposed to be written, and having a series of six comic episodes, will certainly enjoy the humor of the idea, unless he is an awful crab. It is entitled :

Things that might happen — but I hope won't!

BON VOYAGE ANYWAY!

The first picture is of a man with hat flying, jumping aboard, entitled "Jumping aboard if you're late"; the second, a pajama-clad man hanging from berth, with caption "Falling out of the berth if she rolls"; the third, a man showing empty pockets and standing in front of bulletin board, "Cleaned, but not in the swimming 'pool'"; the fourth, a man leaning over the rail, "Fishing at the rail, maybe"; the fifth, a small boat riding the waves, "What if you went with Columbus 'stead of in a real boat?" and the sixth picture is of the bed of the ocean, "Here's hoping the ocean won't dry up before you get back."

Those making train journeys are likely to receive some very unique cards as well as those of the more ordinary kind. From a cute little card we reprint this wish :

AWAY FROM HOME

In all your miles of travel,
Wherever you may roam,
You'll hold your place within the hearts
Of those you left at home.

WISHING THE TRAVELER GOD SPEED

Another, that has been seen in stores in slightly different design since 1919, is a long narrow card with an illustration of a train of five passenger cars. Behind each car is a slip bearing a wish covering some phase of the train journey. This title and verse are on the card itself:

A TRAIN OF THOUGHTS FOR YOU AS YOU GO AWAY

My train-of-thought sets out today just as you leave the station,
To travel with you all the way unto your destination;
Within each car, piled full and high, are thoughts and greetings true —
Unload them as the miles go by; they're every one for you.

Among the less costly cards is a small blue one with a pretty scene and this wish:

A HAPPY TRIP

To wish you joy while you are gone
And happy skies to lead you on,
But when you've seen the sights, why then
A happy trip back home again!

Even if one travels by automobile, he may receive a "Going Away Wish" on a special card designed for the purpose. For instance, here's one with several signs pointing in different directions from a tall post, reading: "Good Luck," "Best Wishes," "Au Revoir," etc. An automobile is coming up from the right. The title and verse are pleasant to read:

ALL SIGNS POINT TO A PLEASANT TRIP

Whatever road you take,
May skies be always blue,
Whatever speed you make,
Good luck keep up with you.

Then there's one with an illustration of the rear end of a machine just going over the brow of a hill and this verse underneath:

BON AUTO TRIP

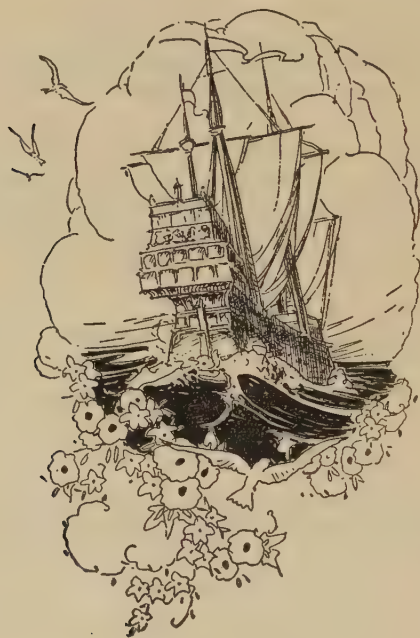
Good wishes go with you,
And these you will find
Tucked in with your "spares"
Which you carry behind.

On closer examination, especially after reading the wish on the card, you find that there are four loose spare tires that you pull out, and on each is an added wish for the trip.

THE ROMANCE OF GREETING CARDS

Cards of this nature are not always invented by the publisher. Storekeepers report to card salesmen that someone has inquired for a card for this or that purpose and shortly the card appears and becomes a good seller. If the demand is too slight to pay, it soon disappears; but usually one card brings many more of a similar nature. They gather like flies around sugar.

If a man wishes to get a good visualization of the "Bon Voyage" card business, he should see the tremendous quantity of first-class mail at the sailing of each boat, the greater part of which, when opened up, turns out to be greeting cards.



Tokens of Friendship and Motto Cards



FROM the very beginning of the new card era in America there has been a steady and consistent demand for cards of a general nature that may be sent at any time. The period between seasons, or from one birthday to another, is too long for many people; they must send some little thought, some wish to keep the hinges of friendship from becoming rusty. So as early as 1900 we find classics in the form of "Cornhill Dodgers" being used to bridge the span of time and distance, but in 1911 there began to appear specially written sentiments that were called motto cards by some and friendship cards by others.

Simple in decoration, many of those first friendship greetings were printed on deckle-edged cards of foreign make, and few were sold at less than fifteen cents, the popular price being twenty cents. Naturally flowers were the embellishments—forget-me-nots, violets, roses and pansies predominating. It was the sentiment, the thought conveyed, that brought success to some of these publications and, although the sale was not to be compared with those of today and there were fewer styles, they were good salable merchandise.

The earliest obtainable example of a card of friendship bore this not very elegant message, but it was popular for a year or two and filled a need in 1912-1913:

EVERY DAY

I would that each and every day
There might go from me to you
A little message which would say
"Kindly thoughts for you and true."

Another early endeavor was in the form of a large double French folder, printed on Italian handmade paper, from Fabriano, entitled on

THE ROMANCE OF GREETING CARDS

the cover "Friendship," and this prose thought was printed on the inside with a hand-colored border of forget-me-nots:

Friends are like jewels in our crown of life. We love them and watch over them. As time passes we cherish them more and more. Their lustre grows as do the years and finally when we lay aside our earthly cares, lo — in heaven they still shine on.

Contrast this rather heavy thought with the following from the pen of Emily Sélinger, which was one of the first "Friendship Cards" as we know them today. It was published in 1912 with violets as decoration and had a steady sale for years.

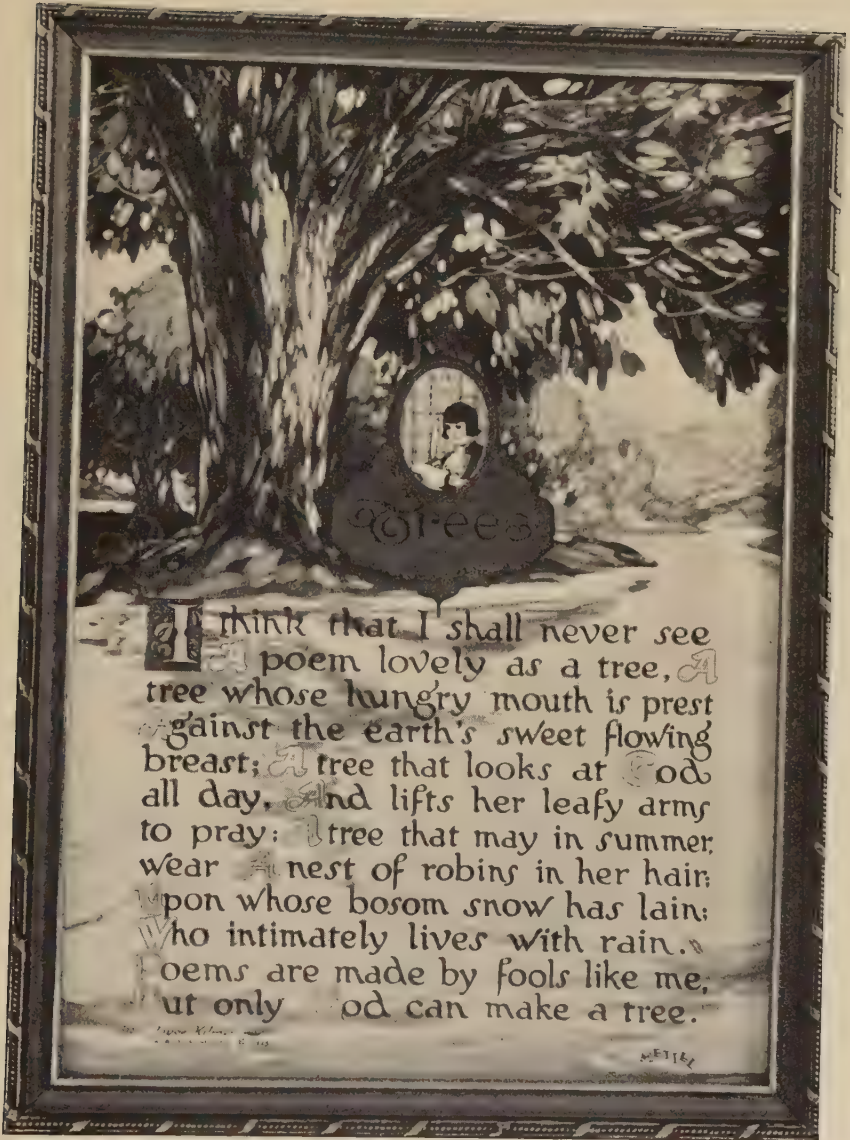
A FRIEND

Earth is richer for the raindrops
When the ripening fields are dry;
Petals of the rose are redder
When the clouds have left the sky;
Lake and river flow the fuller
For the Alpine brooklet's part;
Sweeter is the violet's perfume
When the dew is in its heart;
And a life bears richer fruitage,
Greater love to comprehend,
When it knows the heaven-sent blessing, —
Faithful fealty of a Friend!

A companion card with pansy decoration was equally popular and, although several others published about the same time were as well liked, I beg permission to quote it:

To You

The joy of living
Is the joy of giving,
And the old, sweet thoughts are ever new,
Hearts would be lonely
If hearts were only
Beating for one and not for two;
Hearts have been broken
For lack of token
Of a friendship strong and true.
No golden coffer
Is mine to offer,
But a Happy Thought from me to you!



FRAMED MOTTO "TREES"

Published by the Buzza Company

FRIENDSHIP AND MOTTO CARDS

Her "A Rosary" is a gem and, to my thinking, is the best of all that have been written, because it contains a real wish, woven into real poetry. Read it through:

A ROSARY

The hours are like a string of pearls,
The days like diamonds rare,
The moments are the threads of gold
That link them for our wear;
So may the years that come to you
Such wealth of good contain
That every moment, hour and day,
Be like a jewelled chain.

The friendship cards of the Volland Company were early recognized as leaders in this field and have always enjoyed a ready sale. Some of the first publications are as popular as they were years ago when they made their appearance. Take Wilbur D. Nesbit's "All to Myself," quoted below—can anything more beautiful be written for the purpose? It is as much a masterpiece as is Raphael's "Madonna" or Henry Van Dyke's "Footpath to Peace" and will always sell.

ALL TO MYSELF

All to myself I think of you—
Think of the things we used to do,
Think of the things we used to say,
Think of each happy yesterday;
Sometimes I sigh and sometimes I smile,
But I keep each olden golden while
All to myself.

The following is also a winner and can never wear out:

AIN'T IT FUNNY that some folks you can't miss,
An' some folks you jus' miss a pile?
An' the folks that you can't miss you see lots,
An' the other folks—once in a while.

Then there's "'T aint," limited, it is true, for its lack of a wish, but mighty popular just the same:

'T AINT

'T aint what we have,
But what we give,
'T aint where we are,
But how we live;
'T aint what we do,
But how we do it—
That makes this life
Worth goin' through it.

THE ROMANCE OF GREETING CARDS

And "Those We Love," that has without doubt patched up many a quarrel and explains away so beautifully one's failings, is and always will be a big seller. If you do not know it, read it at least twice:

THOSE WE LOVE

They say the world is round — and yet
I often think it square,
So many little hurts we get
From corners here and there;
But there's one truth in life I've found
While journeying East and West,
The only folks we really wound
Are those we love the best.
We flatter those we scarcely know,
We please the fleeting guest,
And deal full many a thoughtless blow
To those we love the best.

"Pal" cards seem to sell a little faster than some others, and several fine thoughts are always to be seen in the shops. Here are two that "have been tested and found true":

OLD PAL

I wish that we could live the old days over,
Just once more.
I wish that we could hit the trail together,
Just once more.
Say, Pal, the years are slipping by
With many a dream and many a sigh —
Let's chum together, you and I,
Just once more.

YOU'RE A WONDERFUL PAL

You're a wonderful Pal — the best to be had
In this little old world of ours!
Why, just knowing you makes life more glad
Through dark or sunshiny hours;
You're wonderful! — And I want you to know
I'm as grateful as I can be
That Fate was so kind as to keep you in mind
When choosing a PAL for me.

Emily Sélinger's "The Bluebird," already mentioned in another chapter, is quoted here because while the "Bluebird" was all the vogue no card had a larger sale:

FRIENDSHIP AND MOTTO CARDS

I have seen a Bluebird winging
His flight to the greenwood tree;
I have heard a Bluebird singing
His joy for You and me;
I will search till I find him and bind him —
He can never be far away —
And I'll tell him to bring you Happiness
For today and every day!

Edgar A. Guest is contributing many beautiful thoughts through the Buzza Company. The following is typical of his style:

MY FRIEND

I'd like to be the sort of friend that you have been to me,
I'd like to be the help that you've been always glad to be,
I'd like to mean as much to you each minute of the day
As you have meant, old friend of mine, to me along the way.

And that's why I am wishing now that I could but repay
A portion of the gladness that you've strewn along my way.
And could I have now just one wish, this only would it be:
I'd like to be the sort of friend that you have been to me.

Rather than describe more of some of the leaders among the friendship cards of today, I wish to quote the following, all of which are likely to be out of stock quite frequently because of their popularity:

REMEMBERING YOU

You are busy, I am busy,
Writin's somehow sort o' hard,
But you'll know I ain't forgot you
When you get this little card.

I MISS YOU EVERY DAY

I never knew how dear you were
Until you went away,
I never knew how very much
I'd miss you every day,
I never thought I'd watch and wait
Just in the way I do,
I never dreamed I'd be as glad
As I'll be — seeing you!

THE ROMANCE OF GREETING CARDS

TO MY OLD FRIEND

Sending the same old message
Quite in the same old way,
Piling wishes on wishes,
All for the same old Day.

Pledging the same old friendship,
Toasting the Long Ago,
Thinking that nothing can equal
The times that we used to know.

Praying the years may bring you
All that I wish them to,
Grasping your hand in memory,
Proud of a friend like you.

THINKING OF YOU

I wish I wuz a little rock
A-sittin' on a hill,
A-doin' nothin' all day long
But just a-sittin' still.
I would n't eat, I would n't drink,
I would n't even wash,
I 'd sit and sit a thousand years
And think of you b'gosh!

THE LOVE OF YOU

It's such a wonderful thing to know,
In this world of hurry and care,
That whatever I'm doing, wherever I go,
Your love is surrounding me there.
Then Fortune may smile or frown as she will,
And friends may be many or few,
I've wealth all unmeasured to gladden me still,
For I'm rich in the dear love of you.

Bookmarks with a friendly greeting and "Best Wishes" are frequently sent as reminders. Cards with a utilitarian purpose are always popular and the bookmark is especially so. Most of them have a ribbon, or cord and tassel run through the card, making them still more colorful and attractive. The sentiments are written in a friendly style and incorporate the idea of retaining and using the bookmark as a token of friendship and kindly thought.

Although we cannot truly say that motto cards in frames are greeting cards, there are great numbers sent from one to another as a



The Season's Greetings and Best Wishes

STEEL-ENGRAVED PERSONAL DESIGN BY THE KEATING COMPANY

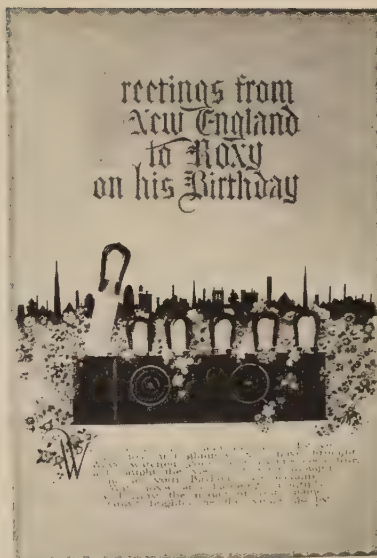


*With Christmas Greetings
and best wishes
for the New Year*

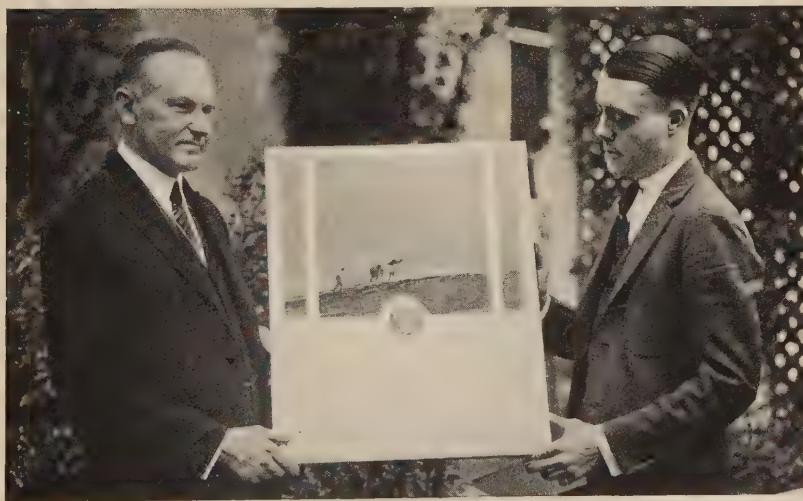
A LEADING SELLER IN RUST CRAFT'S
1926 LINE



SPECIAL CARD SENT TO PRESIDENT COOLIDGE BY GOV. ALVAN T. FULLER OF MASSACHUSETTS



BIRTHDAY CARD SENT TO "ROXY" WITH SIGNATURES OF THE SIX NEW ENGLAND GOVERNORS



Int. News Reel

PRESIDENT COOLIDGE RECEIVING A BIRTHDAY CARD SENT BY THE GERLACH-BARKLOW COMPANY

FRIENDSHIP AND MOTTO CARDS

greeting, but perhaps more often as a gift or remembrance. At any rate, they are closely associated with and are a part of the greeting card industry, and so a word or two may not be amiss.

From the beginning the mottoes of the Buzza Company have been outstanding in their originality of design and also in the selection of poems. The designs are strikingly attractive, consisting usually of colorful landscape borders, but introducing figures, flowers and other motifs to enhance their beauty. Gold backgrounds and illuminated capitals add charm to the drawing and, when framed in moldings of exclusive design and colorings, harmony and character result.

Such masterpieces as Kipling's "If," "The House by the Side of the Road," "The Tree," "If, for Girls" (by J. P. McEvoy), "Friendship's Road," "Folks," "To You," "My Friend," and "The Value of a Friend" are among the most popular.

The P. F. Volland Company and the Gibson Art Company also publish very beautiful and salable thoughts suitably framed and popular in every way. Notable among the most sought-for are those entitled "In Our Land of Used to be," "'Taint," "My Daily Creed," "Ain't it Funny" and "Pal o' My Heart" by the Volland Company; and "Somebody Cares," "Pure Gold," "A House Blessing" and several others by the Gibson Company.

Guest Room "Welcomes" are a conspicuous part of the motto card exhibits and may be purchased either framed or unframed to suit the customer's needs. The following sentiment, taken from a handsome Volland production, is typical of such thoughts and would lend much to the atmosphere of the guest room in many homes:

WELCOME, GUEST!

Hello, Guest, and howdeedo!
This small room belongs to you,
And our house and all that's in it —
Make yourself at home each minute.
If the temperature displeases
Take a couple of our breezes;
And if that should chill you later,
Sit upon our radiator.
If a hungry pang is twitchin'
Make a raid upon our kitchen —
Help yourself to book or blotter,
Easy chair or teeter-totter;
All is yours that you like best.
You're at home, now!
Welcome, Guest!

THE ROMANCE OF GREETING CARDS

Unique effects are striven for in this motto field, as in the various greeting card publications. There have appeared mottoes attached to hammered brass and framed under celluloid; others decorated with hand-painted flowers, most of which were atrocious as pieces of art, but sold in spite of themselves. Lately combination plaques have appeared with designs in relief and the sentiment set in among decorative flowers, a style of the moment that may be gone tomorrow.

Perhaps the one outstanding novel effect is that produced by applying the whole design and motto direct to the glass itself, thus obtaining a brilliant result, not possible in printing on any cardboard or paper. This style has been varied by placing part of the design on the glass and the rest with the motto on cardboard, the whole being suitably framed. By this simple stunt a shadow box effect is produced. As the designs are beautifully drawn and the whole reproduced in an artistic manner, they are worthy to be hung in any home.

What the future will bring forth in this field no one knows, but of a surety, just as long as sentiment in the human heart endures we shall see the masterpieces of the world's literature published in one form or another.

So long as we love, we serve; so long as we are loved by others, I would almost say that we are indispensable; and no man is useless while he has a friend.

— *Robert Louis Stevenson*



For Unclassified Occasions and Purposes



DEMANDS first made to the dealer have been responsible for the array of cards now available for almost any purpose. New cards are appearing each year; it would therefore be difficult to predict what will happen in the future.

In the last ten years the custom of giving the bride-to-be and the expectant mother "Showers" has grown tremendously. The task of writing invitations to such affairs is not a small one, especially when many are invited, so it has become necessary to supply card invitations for these parties. The price must be low, and five cents each seems to be the limit. Appropriate designs and clever wordings have aided in making these invitations salable. One of the earliest reads as follows:

It's going to shower, but don't you regret,
For nary a person will ever get wet,
Just bring your own raindrops, be certain to choose
Such things as a housewife is likely to use.

This appeared on a "Linen Shower" invitation:

Of all the gifts a bride can have, the thing that she likes best
Is dainty linen of all kinds to fill her bridal chest;
So we will give her samples of the needlecrafter's art,
With loving thoughts in every gift to touch the maiden's heart.

"You are Invited to a Shower for the Baby which is Coming" is the salutation on the cover of a dainty little folder, published in 1920, with this enticing message of invitation, and in the stores of today it may still be bought in new dress:

We're planning a shower for the baby-to-be
And want you to surely be there,
In the joy of preparing those garments so wee
We know you'll be eager to share.

THE ROMANCE OF GREETING CARDS

This sentiment, in addition to name, place and time, appears on a "bride" decorated card of invitation:

COME TO THE SHOWER FOR THE BRIDE-TO-BE

We're going to give a shower
To our happy Bride-to-be,
And if you'll only glance below
The place and date you'll see.

In addition to more formal cards without sentiments, but with spaces to fill in the name, date and place, are several unique styles. One in particular has for its cover decoration a scene being sprinkled from drops above; flowers add color and attractiveness. The title says, "You are Invited to a Shower." Upon opening the folder, by a clever device a little umbrella opens up; below are the spaces to put date, place, etc.

Gift cards of all kinds to accompany shower gifts are described under "Gift Cards" in another chapter.

Invitations to all sorts of parties may be bought nowadays, from simple engraved ones with blank spaces to fill in date, place, etc., to the decorated styles so popular with most people.

There are general invitations worded along these lines:

Please join us on the mentioned date
To help us as we celebrate.
We'll drive Dull Care so far away
He never can come back to stay.

There are also the specified styles like this for the birthday party:

PLEASE ACCEPT THIS INVITATION TO A BIRTHDAY CELEBRATION

Date..... at o'clock

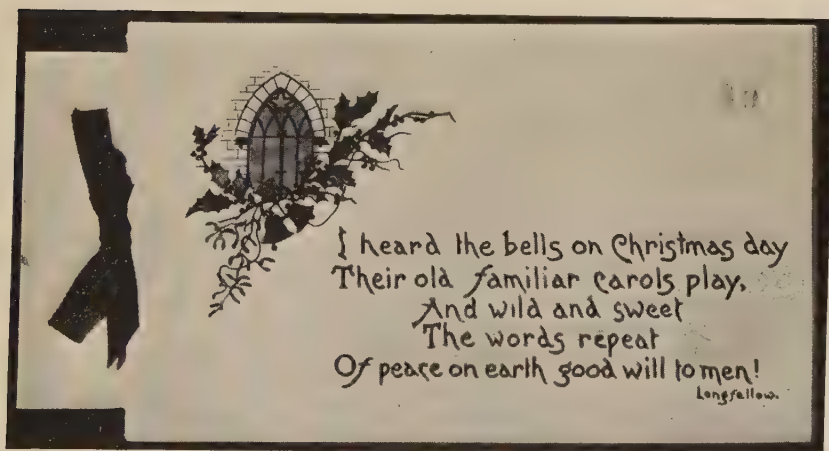
Place.....

.....

Should you give a card party and invite your guests by formal invitation, there are engraved styles a-plenty; many with decorative



THE KEATING COMPANY'S FIRST CHRISTMAS CARD



AN EARLY CHRISTMAS CARD

Published by Geo. E. Southworth

FOR UNCLASSIFIED OCCASIONS AND PURPOSES

designs of playing cards and other appropriate motifs. The wording on one good style is as follows:

AN INVITATION TO PLAY CARDS

You are cordially invited to a card party
to be given by

on ----- at ----- o'clock

Place -----

Even luncheons have their own invitation forms, as seen by this one:

The time and the place
For the Luncheon are here
And you are invited
To join in our cheer!

Children's parties are not forgotten, for there are many clever little creations that may be sent out to the little ones, even though it is unnecessary to entice them to such affairs.

At the time, before cards in envelopes vanquished post cards, it was possible to buy "Post Card Children's Party Invitations," put up a dozen to an envelope, on the outside of which appeared this wording:

TWELVE POST CARD PARTY INVITATIONS

When the children want a party,
With "real invitations" too,
Here within this dainty cover
Is the very thing for you!

Not only was the envelope decorated but each of the post cards. Besides the boy and girl figures (assorted) there appeared this message:

We're going to have a party
And we're going to have some fun,
And so we send this invitation
To say we hope you'll come!

Another of the older ones, adorned with two cute kiddies, had this to say:

COME TO MY PARTY

I want you to come to my party.
The Fairies of Happiness True
Have promised to help entertain us
And it won't be complete without you.

THE ROMANCE OF GREETING CARDS

Cleverly made cut-outs in various forms are finding a ready sale these days, seeming to appeal more by their novel get-up than by the wordings. One, in the form of an enticing plate of ice cream, opens up to disclose the simple words of invitation, "Will you come to my Party?" with spaces for date, place and name. Still another shows two little kiddies at a letter box, mailing a letter addressed "To You," which holds the folder together with its cut-out device. Inside are the words of invitation, with necessary spaces to fill in.

One of the more recent publications is that of a little boy and girl standing before a cut-out gateway behind which we find this message hidden from view, just as children like to find things:

Is going to give a party,
And hopes you'll come;
If everybody's there,
We'll have a lot of fun.

Other more formal invitations may be bought for boys and girls of high school age. These are usually suitable for any sort of party.

If one does n't feel like writing a note of acceptance to a party, there are cards for the purpose something like this:

WE GLADLY ACCEPT YOUR KIND INVITATION

We'll truly be dee-lighted your bidding to obey,
And you will surely see us upon the mentioned day.
We hope the weather will be fine, and yet we have no doubt
That all within most gay will be, whatever 't is without.

If you cannot go, you may send a rhyme to say so, with a feeling that it will help to excuse your inability to attend:

REGRETS

To decline your invitation
Fills my heart with consternation,
For I'd love to come most dearly,
And I thank you most sincerely.

If you attend a "party" or a "week-end" or make even a more lengthy visit, and feel that someone else could word a "Thanks for

FOR UNCLASSIFIED OCCASIONS AND PURPOSES

Hospitality " better than you, there are several cards to assist you. An early one contained this message :

YOUR HOSPITALITY

Within my Happy Memory Book,
If you were privileged to look,
You 'd find the hours I spent with you,
With each glad joy of friendship true,
All written down so full and fair
They are the best of any there.

The following was very popular for several years and enjoyed a big sale for this style of card :

YOUR HOSPITALITY

" Home again, home again," but still the memories stay,
And long will I remember my happy holiday,
The pleasure of my visit, its golden hours through,
But quite the best of all the rest to me, was seeing you.

At the end of a first visit you may send a card like this :

APPRECIATION OF MY GOOD TIME

" The soul of hospitality ! "
How often said of you.
And now that I have been your guest
I know that it is true.

The great numbers of cards we are receiving are helping us all to be more thoughtful, more expressive of our appreciation. It is little wonder, then, that cards bearing sentiments like the two following are extremely popular :

MY DELIGHTFUL VISIT WITH YOU

My visit was a joy indeed,
Its golden hours through ;
And quite the best of all the rest to me
Was seeing You !

IN APPRECIATION OF YOUR HOSPITALITY

My visit was so jolly,
So pleasant every way,
I 'm sending you this message
To tell you so today.

THE ROMANCE OF GREETING CARDS

There have recently been issued special cards of thanks to send to one's host after a pleasant "week-end."

FROM A WEEK-END GUEST

A "Thank You" never can express
The measure of my gratefulness,
For happier hours I never knew
Than the week-end that I spent with you.

Odd little favors come to us sometimes for which we like to extend thanks and there are, and have been for some time, cards with sentiment like this, which was taken from a little folder dating back to 1918:

I CAN'T THANK YOU ENOUGH

I can't express one half the thanks
Or kindly will I owe you,
I only hope the time will come
Which brings a chance to show you.

Changes of address are more frequent than we imagine and, to make it easy for those who have moved, there are cards with space for the new address. Sentiments similar to this one give the message a note that is always appreciated:

WE 'VE MOVED!

This card is small, but still it has
A mission all its own,
It tells our new address and gives
The number of our 'phone.

There are cards with messages of congratulation and good will to send friends who have a new home. The following was taken from a card with a cute bird house and flowers as decoration. The family receiving it is sure to welcome its kindly wish.

TO WISH YOU HAPPINESS IN YOUR NEW HOME

From sill to beam, may every dream
Of what a home should be
Come quickly true and prove for you
A bright reality,
And in your New Home, ever more
May friendship find an Open Door.

FOR UNCLASSIFIED OCCASIONS AND PURPOSES

Should someone you know meet with a new success, you may extend congratulations by sending a card with a sentiment similar to this:

YOUR SUCCESS

There are no words that half express
How glad I am of your Success!

On the other hand, if it is a new venture that your friend is embarking upon, there are cards extending the hope of success similar to this:

WISHING YOU SUCCESS

Whatever you wish, I wish for you;
Whatever you plan, I hope you'll do,
Whatever you do, I hope your success
Will bring you the greatest happiness!

Here's another popular sentiment:

GOOD LUCK AND GREAT SUCCESS

May your new undertaking
Succeed from the start,
Bringing wealth to your pocket
And joy to your heart!

When the new era of greeting cards commenced, letter writing was quite necessary, but some people neglected to answer letters and some forgot. Reminder cards were among the earliest publications and many clever sentiments were printed to try to coax the unwritten letters from procrastinating individuals. This message was copied from a card published by the American House of Marcus Ward & Co. in 1912:

Here's to the letter you're going to write,
Here's to its contents happy and bright,
May it be long and full of good news,
May it come soon as there's no time to lose.

Even before this one appeared, there was a tiny leaflet that gave no possible loophole of escape from some sort of return message. It read:

With the U. S. Mail and the Cable,
The telegraph and telephone too,
It seems as though you might be able
To let me have a few words from you.

One clever card, that appeared several years ago, not only bore an appropriate invitation to write soon, but carried a real pen, in order that there might be no excuse. Still another provided slits, in which

THE ROMANCE OF GREETING CARDS

to enclose a two-cent stamp. Threats, promises and all sorts of temptations have been held out as enticements to secure the coveted letter.

A big seller at the present time has an illustration of a little sad-looking darky with razor behind him and this message:

EF YOU DON'T WRITE!

You 's gwine to git flowers,
and you won't be able
to see 'em or smell 'em neither.

A handsome card with a little Scotch Lassie for the illustration will surely produce a reply:

HOO, LASSIE

If I sent ye a Stamp
would ye write?

These terse questions on a card, with a face-and-figure inkwell, but with the head all tied up as if sick, ought to have the desired effect:

Why Don't You Write?
Ain't your Ink Well?

In the olden days, before nearly everyone had an automobile, invitations to auto rides could be bought and "Thank You" cards for the ride. But I have n't seen a card like this of pre-war days for some time:

THANK YOU

I'm sending a "Thank You" straight out from my heart
For the pleasure you've given to me;
The ride was a joyous one right from the start
And I'm grateful as grateful can be!

Beautiful cards in subdued colorings, or stamped in silver or gold only, with simple ecclesiastic designs, are in great demand for those who are being "confirmed," and others are made expressly for men "ordained" into the priesthood.

CONGRATULATIONS ON YOUR ORDINATION

God Bless each solemn vow of thine
Upon this Holy Day,
And set His Light, a lamp to shine
Upon thy chosen way;
His word a staff within thy hand,
His Grace within thy heart,
That truly thou may'st understand,
And wisely do thy part.

FOR UNCLASSIFIED OCCASIONS AND PURPOSES

A dainty white card bears this wish:

CONGRATULATIONS ON YOUR CONFIRMATION

From this day forth
May faith increase,
Thy ways be those
Of joy and peace.

This "Feast Card" sentiment may be sent to a priest or a nun on an anniversary day. It is usually decorated simply, with a silver cross and dainty flowers:

CONGRATULATIONS

A blessed Day that's set apart
To lift the Soul and cheer the Heart;
And in its sharing may it be
A Feast of Happiness for Thee.

"Spiritual Bouquets," in the form of cards, are available in several styles, retailing for as little as five cents each and as much as twenty-five cents.

IN LOVING REMEMBRANCE

The Holy Sacrifice of the Mass

will be offered up-----

for the repose of the soul of -----

as a token of sympathy by -----

There are probably other odd cards, and some not yet even thought of, that may be on sale before this work sees the light. But there are enough now in the shops to make it imperative to carry large stocks of cards that move slowly.



War-Time Cards



O tell about the cards published during the Great War, more especially after the United States entered the conflict, is the purpose of this chapter. Necessarily we must hit only the high spots, because of lack of space.

First came a demand through dealers for birthday cards to send soldiers; so publishers hurriedly prepared special cards. Almost immediately after war was declared by the United States, there appeared folders tied with red, white and blue ribbon, with titles addressed like the eagle-bedecked cover of one that I remember — “Greetings, Soldier Boy, on Your Birthday.” The message on the insert read:

A soldier's a special sort of a man
And his birthday is special too,
So I'm sending the specialist sort of a card
To a soldier I know, who is you.

This was quickly followed by a similar one with an illustration of a full-rigged ship entitled, “Greetings, Sailor Boy, on Your Birthday.”

Some creator of cards about that time had already placed on the market greeting cards with a space prepared with a coating of gum arabic, on which one could impress the marks of the lips as when giving a kiss. A special patriotic design was issued bearing a flag and a space for the “kiss.” Underneath was this wording:

A KISS FOR YOU WHERE'ER YOU GO
For Uncle Sam you're fighting,
And it makes me love you so
That I send a kiss in the space above
To take where'er you go.

Who does not remember the socks which loving fingers fashioned for soldier and sailor boys at home and abroad? Countless socks were



Z. T. BRIGGS OF KANSAS CITY SELLS FROM CARD COUNTERS



GENERAL VIEW OF CARD SECTION

Harvey & Lewis, Bridgeport, Conn.

WAR-TIME CARDS

sent through the Red Cross, and notes from those who knit them were often attached giving an address, in hopes that some word might come back. There was published a special return post card to make it easy to send an acknowledgment. On one detachable gift card was this message:

THESE SOCKS

While you fight for me, I am doing my bit,
And to prove it I send you these socks which I knit.
I hope they will fit you, wear long and feel warm
On marches, in trenches, in Winter's worst storm,
And on the attached card, all addressed and stamped,
I hope you will write me wherever encamped.

Other gift cards of a more general nature were used in large numbers. The following is typical of the sentiments expressed:

May it prove a welcome joy,
This little gift to a Soldier Boy,
And bring wherever he may roam
A gladdening thought of folks at home.

When our armies had swelled to huge proportions and the world was cast down with the thought of those far away in places of danger, there was a great demand for cards of greeting containing a note of cheer. Many of them took on a lighter vein than one would imagine could have been thought of at the time. Soldiers craved letters and cards and little trinkets from "back home," hence many were in the form of post cards or inexpensive greeting cards and were simply tokens of remembrance.

Three little folders, with war scenes as decorations, had an enormous sale. They bore the following sentiments:

WE'RE THINKING OF YOU

We folks at home are feeling fine
And always think of you,
We know that on the firing line,
You'll always prove "true blue."

A CHEERY MESSAGE FROM HOME

Look up and not down,
Though Fortune should frown
Just try to keep step with the band,
Through battle and strife,
In tune with the fife,
To good Uncle Sam "Lend a hand."

THE ROMANCE OF GREETING CARDS

The other four cards contained various wishes for those on board. For those invalided home, were cards with messages of cheer and good will, the following being a good example:

Glad to hear you're home again,
And I hope each day
Will bring you health and strength and cheer
In just the finest way.

When a soldier was promoted, a greeting card was available with a sentiment something like this:

When your country called, you answered,
Asking but to serve the right,
So the news of your promotion
Fills our heart with great delight.

Seldom anyone knew just where the soldier was to be stationed. When writing he always dated his letter and added "Somewhere," for it was explained that the enemy must learn nothing if the letter was intercepted. Hence greetings like this sold readily:

GREETINGS TO YOU SOMEWHERE!
(Wherever that is)

Where "Somewhere" is I do not know,
But Uncle Sam will trace you
And bring my wishes for good luck
Whenever troubles face you.

Those at home were always anxious to hear from their boys, and cards entitled "Please Write," etc., were sold in countless numbers:

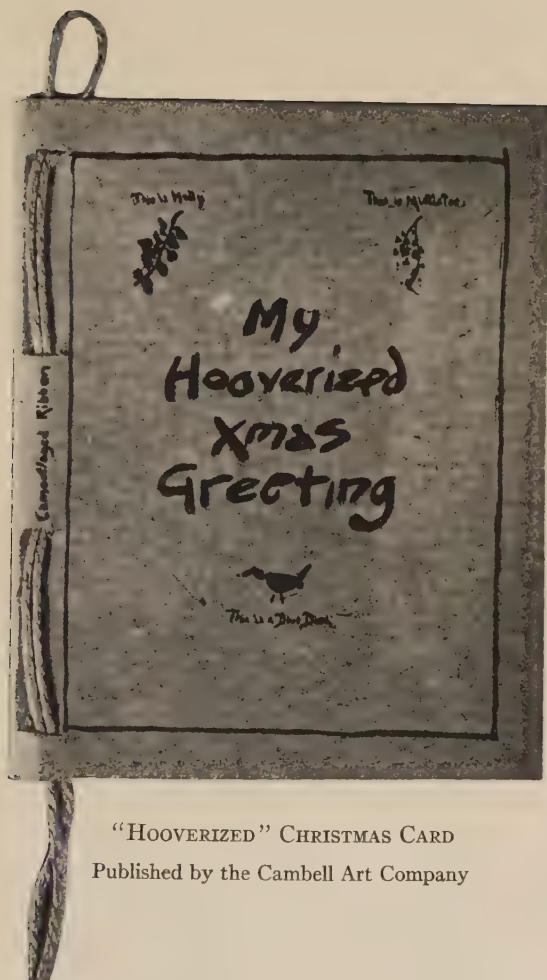
The Wheatless days I can do with
And I'm getting so I don't mind rye;
The Heatless days don't bother me now
With the sun shining warm in the sky;
The Meatless days never worry me
If I can still get oyster stew,
But I sure do hate those letterless days
Without any word from you.

For those who were decorated were cards of "Congratulation":

Your Government has honored you
For services so fine and true,
I cannot wait to let you know
Our hearts with pride are all aglow.



CARD DISPLAYS OF PROVEN VALUE
Harvey & Lewis, Bridgeport, Conn.



"HOOVERIZED" CHRISTMAS CARD
Published by the Cambell Art Company

WAR-TIME CARDS

The thought expressed on this card covers so many phases of life at home that I quote it complete:

GREETINGS FROM YOUR UNCLE SAM
AND WE FOLKS AT HOME

Dear Nephew,
"Over there,"
I take my pen in hand,
To let you know your family
Is working to beat the band.

Your Pa is buying Bonds, these days,
Your Ma's a Red Cross worker,
Granny's knitting, Granddad's ploughing,
No one is a shirker.

Your Sis is learning how to nurse,
We're all on the job, my son,
Bud's lickin' Thrift Stamps fast, he sez,
So's you kin lick the Hun!

We've wheatless days and meatless days,
But we don't give a d—n!
We're going to help you win this war!
Your loving
Uncle Sam.

Gifts and remembrances in parcels of any size were finally barred, and hence publishers vied with one another in devising greetings with articles of utility attached which could be sent by first-class mail. Among those that had great popularity was one in the form of a glassine or transparent envelope, inside of which was a card with the following message and enough tobacco for a cigarette:

SMOKE UP, HERE'S THE MAKIN'S
With the makin's here you see,
Go "Best Wishes" all from me,
Shoot the Boche but smoke the "Bull,"
Of Yank fighting, — fill him full!

A whole series of little cards had, slipped through a slit in each, a miniature Short Story, in book form, of sixteen pages. This sentiment was printed underneath:

The lid is down on sending parcels any more,
But "Best Wishes" still go over by the score.

THE ROMANCE OF GREETING CARDS

A card, with several "soap leaves" tucked in, bore this thought, not altogether complimentary to the enemy:

GREETINGS WITH THESE SOAP LEAVES

A bit of soap — a hasty wash
And you've something on the Hun,
For you seldom see a German now
Who is n't a dirty one.

Thinking that our soldiers would surely have sore feet while on the march, some bright card maker attached to a card an envelope filled with "foot ease," which he named "Yank-ease, for Tired Feet," and this message accompanied it:

De feet is the last to be thought of.
If you shake this into your shoe,
'T will refresh your "sole" in a wonderful way
And save it perhaps from a blister or two.

Twelve different sentiments, some of them of a humorous nature, were published, each having attached a stick of gum with the caption, "Chew This Over!" I quote three of the messages:

The kind of cuff that has its chance
Is not the cuff that's put on pants,
But there's one "cuff" that suits our will,
It's one that's meant for Kaiser Bill.

You have n't much to learn of war
But there are other dangers;
If fancy free, you'd better be
Discreet with gentle strangers.

The Hun sees red when wroth, 't is said,
But take this message true:
When you are done with that same Hun
He'll see Red, White and Blue!

A few hastily prepared valentines were published for February 14, 1918, but most of them were of the ordinary styles, with some added special title appropriate for those in the service. One really original thought was in the form of a white card with a heart, in which was drawn, to fill the whole space, the American Flag, and underneath was this message:

VALENTINE GREETINGS

It's in the hearts of us all
and you're doing your bit to keep it there.

WAR-TIME CARDS

The greatest effort was expended in making cards for Christmas, and it resulted in many very original ideas being published. To quote a few of the sentiments, especially from those which were illustrated with more or less of the conventional holly, and red, white and blue worked in, will be sufficient.

All the world loves a soldier today,
The gallant, the brave and the true,
And every good wish my heart can say
Goes over the ocean to you!

Above the troubled, weary world
God's Service Flag shines clear,
A radiant, gleaming Service Flag
That shines afar and near;
And God's own Son, His well-beloved,
Upon this Christmas night
Walks ever with the armies
That battle for the right.

MAY YOU HAVE A GLORIOUS CHRISTMAS

Our Flag extolled in tale and song
O may its glory never cease;
It stands for victory over wrong,
For friendliness and peace.

So may your life this waning year
O'er every foeman be victorious;
May peace be yours and friendly cheer,
And may your Christmas Day be glorious.

Wherever you are and whatever you do
I'm thinking and thinking and thinking of you,
And always I whisper, the long hours through,
"Good luck to you, Soldier Boy, loyal and true."

No submarines nor danger zones
Can stop the good Saint Nick;
He's far too wise for Zeps or spies,
He fears no U-boat trick,
He brings to you good wishes
For a Merry Christmas Day,
And a glad New Year of health and cheer,
From your friend in the U. S. A

THE ROMANCE OF GREETING CARDS

On a small card was an illustration of a soldier standing in France reaching across the ocean and clasping a girl standing in America. The message read:

What's a little ocean between friends
when it's Christmas ----- OVER HERE.

Many Christmas cards bore illustrations and messages of a humorous nature; I quote a few without describing the designs:

CHRISTMAS GREETINGS

Swat the Kaiser, good and hard!
Make this great war end!
In the meantime just a card
From an old-time friend
Wishing you a Merry Christmas.

JOYEUX CHRISTMAS

Bon jour, Monsieur! Comment are vous?
Je suis très well— hope you are too!
And that cette joyeux Christmas Day
Will bring you cheer tho far away.

BEST WISHES FOR YOUR CHRISTMAS

O gallant, gallant Soldier,
My greetings! And please note,
I hope you'll beat the Boches
And get the Kaiser's goat.

CHRISTMAS GREETINGS AND BEST WISHES

A big two-fisted Soldier,
A great big roaring gun,
The Stars and Stripes a-floating,
And good-by, Mr. Hun!

A CHRISTMAS WISH

The best o' luck I wish you now,
With stacks o' Christmas cheer —
Keep feeding Fritz his daily chow
Until he "chokes" with fear.



Nott Photo



By Harris & Emery

DELIVERING THE SPECIAL BIRTHDAY CARD
MADE FOR PRESIDENT COOLIDGE

WAR-TIME CARDS

No card during the 1918 Christmas season sold better than the "Hooverized Christmas Card," as illustrated. This folder, published by the Campbell Art Company, was printed in red ink on the cheapest possible sort of thin box board, gray in color, and tied with a piece of hemp string instead of a ribbon; near this string was a note, saying "Camouflaged ribbon." On the cover, at the top, was a tiny sketch of holly, marked "This is holly," and also a very small drawing of mistletoe, marked "This is mistletoe." Under the title was a bird marked "This is a Bluebird" and inside, in green ink, was this message:

I've Hooverized on Pork and Beans
And Butter, cake and bread,
I've cut out Auto riding
And now I walk instead;
I've Hooverized on Sugar,
On Coal and Light and Lard,
And here's my Xmas Greeting
On a Hoover Xmas Card.

I wish you a very
M. C. and H. N. Y.

Besides all the cards designed to be sent to those in the service were many for those left at home, more especially for the mothers, wives and sweethearts. Some of these were for everyday use. Others were made expressly for Christmas.

This "Gold Star" message in a simple folder was beautifully worded and filled a needed place at times when words must be chosen with great care:

TO YOU WHO HATH GIVEN

In the name of Liberty, Justice and Peace, in the name of future generations unborn, whose fate rests on the issues of this war, we salute you, brave mourner. Accept a nation's gratitude and homage for the priceless gift you gave — the life of your loved one.

In a folder with red, white and blue decoration is this greeting:

TO THE MOTHER OF A FIGHTER

Could I discover some rare gift
To make your days seem brighter,
How gladly I'd present it to
The mother of a fighter.

THE ROMANCE OF GREETING CARDS

On another is this sincere greeting:

GREETINGS TO YOU, THE MOTHER OF A SOLDIER

There are two soldiers I could name
Whose fighting spirit is the same.
One is your son — and then the other
Is someone whom he calls his mother.

Among the Christmas cards for those at home we find one entitled:

CHRISTMAS GREETINGS TO YOU WHO HAVE
GIVEN FOR DEMOCRACY'S CAUSE

May Christmas bring rare blessings
To you who bravely give
The dearest of your treasures
That Liberty may live.

On still another card we find this sympathetic wish:

Full well I know this cannot be
A merry Christmas, Friends, to thee,
For more than all on days like this
Those absent ones we sadly miss;
Yet may these Yuletide hours bless
For you the future way,
And may God, in His tenderness,
Grant you His Peace today!

For the soldier's wife at Christmas, there were wishes similar to this one:

CHRISTMAS GREETINGS TO YOU WHOSE HUSBAND
IS IN THE SERVICE

At Christmas may the shadows shift
Until you see through some bright rift
Just how each wife has helped to lift
The weight of war by her great gift.

It is a peculiar thing that when the Armistice was signed and the war came to a close, the sale of all war cards fell off almost overnight, as if the people expected their boys would be home before Christmas. Naturally, greeting cards of many styles, those in particular which had reference to fighting, became obsolete and were thrown away. It was supposed that patriotic cards would still sell, but just the opposite happened, — the public had been "fed up" on red, white and blue, and all articles bearing these colors were shunned.

So passed a year or two of intensive work on the part of the pub-

WAR-TIME CARDS

lisher, who not only had to design and manufacture many special cards, but who was short-handed just when he required a greater number of workers. Much credit should go to the American publishers for their part in keeping up the morale of the soldier, as well as of the people at home. They gave of their brain and energy that Sunshine cards might be had in great abundance and they donated much of their profit in huge numbers of cards shipped overseas for free distribution to soldiers and sailors. They not only did all this, but values in cards increased rather than decreased and no one could ever call the card publishers war profiteers.



Extraordinary Messages of Greeting



REVIEW briefly a few incidents where specially made cards have been given so much prominence that newspapers everywhere published the facts as news of the day.

The first of these interesting episodes is one concerning Dr. Spencer M. Free, a famous surgeon, lecturer and man of letters, whose residence is in Dubois, Pa. For many years at Christmas time, Dr. Free sent out upwards of four thousand cards and in 1922 the number had increased to forty-nine hundred. At a birthday banquet in his honor, September 19, 1923, the Rotarians sent him by special delivery an enormous birthday card, which he graciously acknowledged in his after-dinner remarks. This card measured nearly three feet by five feet and was handsomely designed and executed. On the reverse side were the names of every member of the Dubois Rotary Club.

On the Fourth of July, 1924, Louis Demontreaux, a Western Union Telegraph boy, handed President Calvin Coolidge a large birthday card, measuring twenty-one by thirty-three inches, in the form of a folder, the cover of which showed the President smiling over a huge birthday cake labeled "Birthday Greetings"; behind him was a background of bursting fireworks. Underneath the design, which was made by Merton Willmore of Rust Craft, were the words "Hope you have a Grand Old Party." On several pages were the signatures of nearly twenty thousand admirers and friends, headed by those of Governor Channing Cox and Lieutenant Governor Alvan T. Fuller of Massachusetts. Many of the names were secured throughout the state by boy scouts, several hundred being obtained in Northampton, the President's home town.

Acting Governor Fuller started the boy on his way with the huge card wrapped in an envelope, addressed in large writing to the Presi-

EXTRAORDINARY MESSAGES OF GREETING

dent and bearing a special stamp of proportionate size. The President was delighted with the card and smiled as he glanced over the names, especially those from Northampton. The following letter received by Acting Governor Fuller also testifies to his pleasure at receiving the remembrance.

THE WHITE HOUSE
WASHINGTON

July 5, 1924.

MY DEAR GOVERNOR FULLER:

For the unique message of birthday greetings which came from so many of the people of Massachusetts, I want to make a particular acknowledgment to yourself. The birthday card of twenty thousand of my fellow citizens of Massachusetts has found its place among the prized mementos at the White House, and I want to express to you, among the rest of my friends, my appreciation of the thoughtfulness that inspired this most interesting compliment.

Very truly yours,

(Signed) CALVIN COOLIDGE

The same day brought another great card, nearly as large as the Massachusetts one, bearing a water-color painting representing the President as a young Vermont farmer plowing in the fields of the Green Mountain State. It was the work of Gordon Ertz, an artist of the Gerlach-Barklow Company, who made and sent the card.

In a panel beneath the picture, beautifully hand lettered, was the following sentiment written by Donald Robertson:

New England saw you first, the records say,
On Fourth of July, Eighteen Seventy-two.
What fitter birthday could there be for you,
Predestined in your nation's life to play
A mighty part, than Independence Day?
Well since that time, laconic, just and true,
Year after year, in all you say or do,
Your fellow men have watched your upward way.

Here by the milestone of another year,
The heartfelt wishes of unnumbered men,
And Health and Hope, with all the joys thereof,
In prayerful silence seek abiding Love
For you, your noblest forerunner's compeer,
This happy nation's foremost citizen.

The Master Craft Publishing Company of Chicago also sent a specially designed card, measuring about nine by eleven inches, enclosed in a handsome lined portfolio envelope, the whole being the

THE ROMANCE OF GREETING CARDS

personal work of Louis F. Bockmann. To obtain so large a lined effect, Mr. Bockmann painted the design, which consisted of a boat representing the Ship of State, directly on a piece of gold-speckled Japanese paper mounted on Italian handmade paper. Frederick Moxon of Rockville, Conn., wrote the sentiment, quoted below:

BIRTHDAY GREETINGS TO OUR PRESIDENT

Good Luck to you! God's Grace to you!
To guide our Ship of State
Through days of calm or stress or storm,
Whatever course await;
The body's health, the mind's rich wealth
May you for years possess,
With vision true that holds in view
The whole world's happiness.

The President received not only these unique cards, but the mails brought him forty-five thousand more birthday messages from all over the country, days before the event.

Again on the occasion of his birthday July 4, 1925, President Coolidge, then at his summer home in Swampscott, Mass., received two or three girl scouts who had come by airplane from New York with twenty-five thousand birthday cards, signed by as many sister scouts.

In the mail that same morning was a specially made card from Governor Alvan T. Fuller of Massachusetts, which, while not enormous (measuring about ten by fifteen inches), bore as its decoration the Shield of Massachusetts surrounded by daintily painted flowers. Beneath was this sentiment handsomely lettered:

Greetings, Mr. President,
On this most glorious day!
There's a further Birthday message
Which the drawn "shield" will display;
To President and Nation
Are Birthday honors due,
And we're wishing fame and glory
And success to both of you.

The Shield was in the form of a "Tukkin" and when pulled out revealed this thought:

In the name of Massachusetts, salutations I send
To our most distinguished citizen, our President and Friend.
(Signed) GOV. ALVAN T. FULLER.

EXTRAORDINARY MESSAGES OF GREETING

A few days later, Mr. S. L. Rothafel, popularly known as "Roxy," received at the hands of a little crippled boy named Edward Ligon, a giant birthday card. Roxy, who has risen from poverty to fame in the theatrical profession, is well known, especially throughout the East, from his broadcasting Sunday evening concerts from the Capitol Theater, New York. He has befriended thousands of crippled children, in many hospitals, by entertaining them with his "Gang" of entertainers. New England knows him well and consequently it seemed fitting to some of his friends that his birthday should be remembered by a card of extraordinary size and design.

This card was as large as good cardboard comes, twenty-five by thirty-eight inches, and carried the drawing of a radio receiving set among garlands of flowers. Behind was a New England skyline with sunburst above and a decorative title reading "Greetings from New England to Roxy on his Birthday."

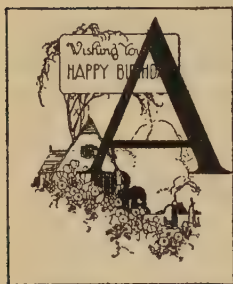
The following message was tastefully lettered under the design:

We've shared the cheer broadcast by you,
The joy and gladness you have brought;
We've watched your lofty dreams come true,
And caught the vision of your thought;
And as your Birthday we acclaim,
May joys and blessings multiply,
And may the magic of your name
Grow brighter as the years go by.

The radio tubes tucked in above the box formed a unique feature, since each, when pulled out, revealed the name of one of New England's governors — six in all.

Roxy received the card at his studio in New York with his customary "hail fellow well met" spirit and, after the brief speech of presentation by the tiny Ligon boy standing before the microphone for the first time, Roxy told his listeners, in many states, of his pleasure at receiving so unusual a card and added his thanks to the boy and his fellow sufferers who had, through him, sent their best regards.

Some of Those Who Have Built Up the American Greeting Card Industry



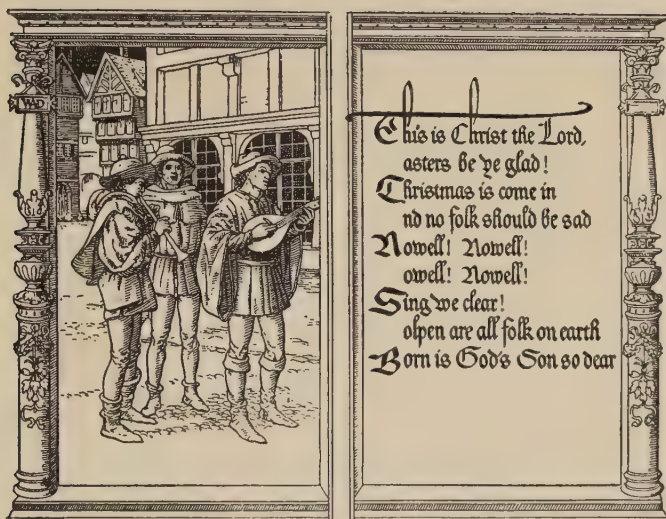
MONTH or so before Christmas, in 1899, Alfred Bartlett, then clerking in Clarke's bookshop under the Park Street Church in Boston, was asked by a customer for a copy of William Henry Channing's "My Symphony." Little dreaming that his action was to bring him almost immediately into his life's work but being of a "publishing mind," he had struck off, in a readable Old English type face, a few hundred copies of that famous passage, which because of its beautiful thought and the fact that it probably was the forerunner of the second era of American greeting cards, we reprint :

MY SYMPHONY

To live content with small means . . . to seek elegance rather than luxury, and refinement rather than fashion . . . to be worthy, not respectable, and wealthy, not rich . . . to study hard, think quietly, talk gently, act frankly . . . to listen to stars and birds, to babes and sages, with open heart . . . to bear all cheerfully, do all bravely, await occasions, hurry never . . . in a word to let the spiritual, unhidden and unconscious, grow up through the common — this is to be my symphony.

— William Henry Channing

The following year, in May, Mr. Bartlett opened an office on Cornhill and began the publication of a monthly magazine of reprints which he called *The Cornhill Booklet*. It was named from the short, narrow, crooked street which, reminiscent of London, and lined from one end to the other with new and second-hand bookshops, had been for generations the haunt of the book lover.



ONE OF ALFRED BARTLETT'S EARLY CHRISTMAS CARDS

Drawn by W. A. Dwiggins



FROM A DRAWING BY ROBERT
 ANNING BELL

Published by Alfred Bartlett

AMERICAN GREETING CARD INDUSTRY

Speaking of Cornhill, you will doubtless recall what Bliss Carman wrote of his prized volume of Browning:

Since first I sought you, found you and bought you,
Hugged you and brought you home from Cornhill,
Though some parade you, and some upbraid you,
Nine years have made you my master still.

The *Cornhill Booklet* was edited by Edwin Osgood Grover and consisted of reprints of forgotten masterpieces. In each issue appeared an inspirational motto, beautifully hand lettered by T. B. Hapgood or Will Dwiggins, or set in type by the master printer, Carl H. Heintzemann. These mottoes were so well liked and their fitness as gifts was so apparent that Mr. Bartlett began to publish them separately under the name of "The Cornhill Dodgers."

During the following ten years Mr. Bartlett sold a little million of these "Dodgers," which were used as greeting cards and gifts. They were printed in two colors, sometimes on heavy beveled cardboard, and sometimes on deckle-edged imported stock; a few were hand colored. All were works of the printer's art, and people of culture and refinement prized them highly, not only for their literary value, but for the dignity and beauty of the typographic craftsmanship.

It may be related, in passing, that the introduction of the card with the true deckle edge, found on paper made by hand in the old European paper mills, was a slow process because the public merely glanced at these edges and refused to buy. They looked upon them as marred, frayed, or mutilated.

Alfred Bartlett was probably the first to take the greeting card out of the cheap, tawdry condition into which it had fallen after the English decline, and to give it a better standing in the publishing field. His first Christmas card was hand lettered by T. B. Hapgood. Others that followed were designed by such artists of note as W. D. Teague, T. M. Cleland, W. A. Dwiggins, Fred Goudy, Jay Chambers, Herbert Gregson, H. W. Colby, Edward Penfield, Gordon Craig, George Wolfe Plank, Pamela Coleman Smith, Walt Harris, and Bruce Rogers.

In 1900 and 1901 he published an American edition of "The Page" for Mr. Gordon Craig and about the same time issued several calendars which attracted wide attention. Among these was "The Phillips Brooks Calendar" designed by W. A. Dwiggins in the style of the illuminated manuscript of the thirteenth century, and another was "Stevenson's Prayers." His calendar of the "Beatitudes," the illus-

THE ROMANCE OF GREETING CARDS

trations for which were drawn by the celebrated English artist, Robert Anning Bell, was in every sense a masterpiece. Later, several of the drawings were used on cards; one of these we are happy to illustrate.

While Alfred Bartlett remained in the greeting card business, he consistently refrained from publishing any that were not most dignified and conservative in style, and kept aloof from all except those for Christmas, New Year's, and Easter. His latter-day publications were by artists of recognized ability, and he had the satisfaction of knowing that he retained, in all his years of service, the reputation accorded him in the "Contributor's Club" of the *Atlantic Monthly* years ago, wherein his "Dodgers" were given the endorsement of "the intellectuals."

THE A. M. DAVIS COMPANY

The present-day greeting card with its message of cheer and kindly wish owes much to Albert M. Davis of Boston.

Mr. Davis in 1906 was manager of a wholesale book house in Boston and in January of that year received a card, about post-card size, on which was printed this old sentiment by Dickens:

So may the New Year be a happy one to you,
Happy to many more whose happiness depends on you;
So may each New Year be happier than the last.

His firm, besides selling books, was distributing great quantities of imported cards from England and Germany. The designs were generally poor. Whatever verses they contained were simply pretty little poems about Christmas with no sincere wish from sender to recipient. Mr. Davis considered the Dickens sentiment was the kind of greeting that the American public needed, so he sought and found another and then, by his own blushing admission, wrote six verses himself. These eight verses he made up into eight *de luxe* post cards, from the best grade of stock. Although foreign post cards were then selling from two for a cent to three cents each, he priced his to retail at five cents.

So we see him starting out with a complete line of eight cards, each simple beyond anything we see today, but printed attractively and bearing messages that apparently the people liked, for they bought enormous quantities of them.

The next year his line was increased to sixteen Christmas cards, eight New Year cards, eight birthdays and eight miscellaneous num-

AMERICAN GREETING CARD INDUSTRY

bers, all in the post-card form. The sales were phenomenal and, foreseeing a future in American cards, he resigned his position and commenced the publishing of cards in Boston under the name of the A. M. Davis Company.

Mr. Davis started on a "shoestring," but was endowed with an iron constitution, an ability to work hard, a keen sense of what constituted a good card verse, an uncanny gift in the selection of men to assist him and a business judgment which has kept him one of the foremost men in the industry.

We find him, in 1908, with these talents and a line of cards that he could carry in his coat pocket. Although the number of designs was small, every one bore a sentiment which appealed strongly to the buying public. They were mostly of holly, of a decorative nature, designed by local artists, and the lettering was hand drawn and easily read.

This post-card business increased greatly up to about 1916, then quickly dropped, until by 1920 practically no cards were sold. However, two years after the business was started, plain flat cards to go into envelopes and folders tied with ribbon and having decorative designs on the cover were added; and these were the foundation of what is now known as the American greeting card.

Each succeeding year brought much increased business, and his cards continued to improve in value and artistic merit; also the sentiments, which are the backbone of American cards, kept pace with the demand. Among his earlier publications were two messages that proved tremendously popular. One by Edwin Markham, published in several forms and at different prices, was a folder on India tinted Strathmore Japan paper measuring about five by six and one-half inches when folded and printed in black, red, green and gold. It read as follows:

My thoughts go out to you, my friend, this happy
Christmas time, wishing you joy in all your deeds and
days, wishing you time for the task, wisdom for the
work, peace for the pathway, friends for the fireside, and
love to the last.

And this is my Christmas wish to you.

The other, perhaps the biggest selling sentiment ever made, is by Henry Van Dyke. This also was issued in many styles over a period of ten or more years. The one you see reproduced was on heavy buff

THE ROMANCE OF GREETING CARDS

tinted cardboard printed in black, green, red and gold. The sentiment reads:

I am thinking of you today because it is Christmas, and
I wish you Happiness. And tomorrow, because it will be
the day after Christmas, I shall still wish you Happi-
ness; and so on clear through the year.

Over ten years ago Mr. Lord, the present sales manager of the A. M. Davis Company, ran a little gift shop in Springfield, Illinois. While there he was a good customer of the A. M. Davis Company, and for several years wrote some verses for them. One of them was as follows:

It's an old, old wish
On a tiny little card,
It's simply Merry Christmas
But I wish it awfully hard.

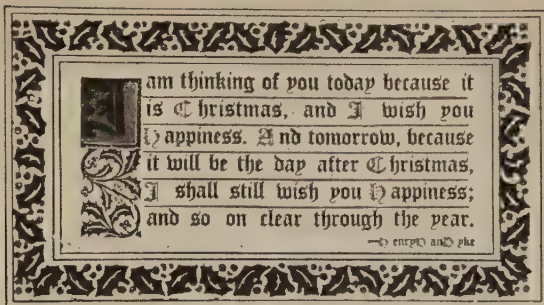
This appealed to the publishers. They knew that if it was produced in exactly the right form it would have an enormous sale. They delayed publishing it for almost a year, until they were assured that they had decided upon the right plan for its publication. Their judgment was justified by the sale of over five hundred and eighty thousand Christmas cards with this little verse during the first year of its publication, and over two hundred thousand the second year.

An invalid in London had sent to the company for many years various kinds of verses, some of which sold fairly well. More than ten years ago she sent in the following verse:

May the Giver of gifts give unto you
That which is good and that which is true,
The will to help and the courage to do,
A heart that can sing the whole day through
Whether the skies be gray or blue —
May the Giver of gifts give these to you.

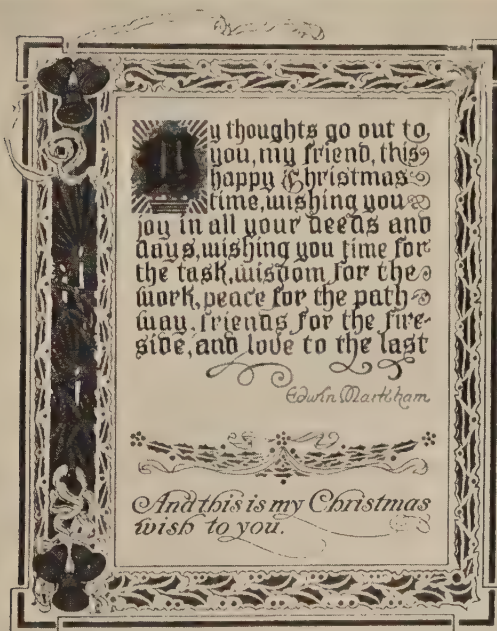
This verse was first used on a Christmas card, then on a New Year's card, and has since been used on birthday cards, Easter cards, congratulation cards, and is probably the most universal wish ever written for a greeting card.

About ten years ago Mr. Brainard Bates, the well-known Boston designer, joined the organization, and is at the present time head of what is called the Creative Department. This department has to originate over two thousand items each year.



ONE OF THE FIRST CARDS PUBLISHED BY A. M. DAVIS

Sentiment by Henry Van Dyke
Copyright by Charles Scribner's Sons



A CHRISTMAS "LETTER"

Published by the A. M. Davis Company



SOMEBODY CARES.

Somebody cares! What a world of woe
Lifts from our hearts when we really know
That somebody really and truly cares.
And that we're in somebody's thoughts and prayers
And I want you to know, and I feel that you do
That somebody always is caring for you

A FAMOUS BIRTHDAY FOLDER

Published by the Gibson Art Company

AMERICAN GREETING CARD INDUSTRY

THE GIBSON ART COMPANY

Like the early English publishers, American producers of cards seldom kept samples of their first publications. It is therefore impossible to show designs published in 1908 and 1909 by the Gibson Art Company of Cincinnati, Ohio, who had for a year or two previously been putting on the market tally cards, place cards and reward cards.

Having been importers for years of large quantities of German greeting cards and knowing the market, they took advantage of domestic needs and demands and issued some few cards of their own make. These met with immediate success and, with a large sales force already in the field and sixty years of preparation behind them, they forged ahead faster than others and today are the largest manufacturers of greeting cards in the United States, if not in the world.

Their designs have been secured through free-lance artists in New York City, in addition to a staff of designers in Cincinnati. From their large stock of individual cards it is difficult to select a few for description because of the great number of big sellers and beautiful available designs.

The spirit of Christmas finds expression in this greeting, which was produced for the first time in 1920:

Let me wish you the kind of a Christmas
That Christ came to bring to the earth,
Full of peace and good will and contentment,
Of merriment, laughter, and mirth.

Let me wish you the great joy of giving,
Let me wish you a child's heart made glad;
Let me wish you good cheer and true friendship,
In the best Christmas Day that you've had.

Friendship is the theme of another popular Christmas greeting:

My gift to you
Is a gift of love
That shall last
To the longest day;
It won't wear out
And it can't be lost
And it can't be
Given away.

THE ROMANCE OF GREETING CARDS

"The Well Worn Path" has been used for many occasions and has probably been among the biggest sellers ever produced. The Christmas version follows:

There 's a well-worn path
And it leads straight through
The lane of my heart
Till it comes to you;
And the vines of love
And the flowers of cheer
Grow there all seasons
Of the year,
But at Christmas time
They bloom anew
With the best o' wishes
All for you!

"I Love You When You're Laughing" is a sentiment that sweet-hearts appreciate, and the demand continues year after year.

I love you when you're laughing,
I love you when you're sad,
I love you when you're teasing,
I love you when you're glad,
I love you when you're fooling,
I love you when you're true,
And the reason why I love you
Is just because you're you.

Cards of a general nature, good for sending at any time of the year, are among the Gibson Art Company's leading lines, and "The Memory Trail" has had a wide sale.

There's a Memory Trail
That winds away
From Someone's heart
To yours today,
A friendly trail
Of tender thoughts,
All fragrant with
Forget-me-nots;
Across the miles
With friendship true
I take the Memory Trail
To You.

AMERICAN GREETING CARD INDUSTRY

"Somebody Cares" has a universal appeal and is a best seller for every occasion.

Somebody cares! What a world of woe
Lifts from our hearts when we really know
That somebody really and truly cares,
And that we're in somebody's thoughts and prayers,
And I want you to know, and I feel that you do,
That somebody always is caring for you.

Three brothers have been identified with the business for many years. Mr. E. P. Gibson is in charge of creating and selling, Mr. W. H. Gibson oversees production and attends to the finances, and Mr. C. R. Gibson, who spends most of his time in New York, has much to do with creating and art work. Mr. Anson C. Frye is deeply interested in the selling problems as well as in general policies, and to Mr. E. H. Harris should go considerable credit for his work as an Art Director.

The heads of this great company are men of vision and foresight. Individually they have been intensive workers and have combined art with business so successfully that growth and expansion have gone hand in hand with better greeting cards and other closely allied products.

Large as this concern and its market are, their product has always been endowed with artistic merit and their methods of manufacture have provided for excellent reproduction, whether the work be printed, offset, die stamped or hand colored. Early realizing that the sentiment on the card sells it, Gibson cards are carriers of messages that not only meet the public demand, but meet it correctly.

RUST CRAFT

The year 1906 saw the opening of a little bookshop in an upstairs room of a Kansas City business building. This tiny store was called Fred Rust's bookshop, after the name of the shopkeeper. All sorts of unusual things were carried in the stock, which, however, was not large as such shops go nowadays.

During the fall of the first year Mr. Rust printed a plain Christmas folder which he called a "letter." Entirely without design or embel-

THE ROMANCE OF GREETING CARDS

ishment, except for a red capital letter, the following message was printed in two colors on heavy tan paper:

Christmas! The season of good will and gratitude for a good world to live in, for a good year, and for good friends. At this season I am thinking of you and wishing you joy. I rejoice with you in the good things that the past year has brought and hope that your New Year may be one of peace and gladness. That joys may multiply as your years increase, is my wish when I say "Merry Christmas."

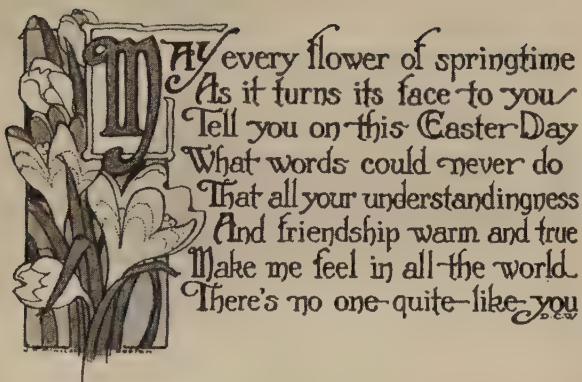
This proved a very successful seller during the holiday season, for people not only bought them singly but in dozens and even hundreds, with the result that when another and still another year rolled around, Mr. Rust had increased his few private publications until they numbered thirty or more different subjects. They were not only in the form of letters, but also on post cards and greeting cards with envelopes, as well as calendars and blotters. A few for New Year's and birthdays were added and found to be extremely popular.

In the meantime, his brother Donald Rust had joined him to look after manufacturing, and in 1908 they launched forth to secure such distribution as they could throughout the country. In this year Mr. Fred Rust carried the line to Boston and Mr. Donald to California. The bookshop was retained until 1910, when all retailing was discontinued. In 1914, after a considerable volume of business had been built up, the firm moved to Boston. From then on they were known as Rust Craft Publishers.

Early in their publishing career they saw the coming demand for cards for the various occasions during the year, and also for many special purposes; so "Bon Voyage," graduation, illness, special cards for all the family, Thanksgiving and others were rapidly issued and sales mounted.

Many of the sentiments were written by Mr. Fred Rust and, even to this day when the business is a tremendous one, he edits all the messages used and writes many of them himself.

Ella Randall Pearce has for years furnished many special sentiments, and the exclusive greeting poems by Helen Lovejoy McCarthy are among the best sellers. Several of Emily Sélinger's writings have been popular for years in the Rust Craft lines, as they were previously in the cards published by the author of this work.



EASTER CARD PUBLISHED BY JESSIE McNICHOL OF BOSTON



HAND-COLORED RUST CRAFT EASTER CARD

AMERICAN GREETING CARD INDUSTRY

Many of the charming children drawings are the work of Miss Marion Justice, Miss Betty Manley, Miss Ruth Newton, and Miss Gunila Stierngranat, and the coaches used so effectively on Christmas cards are made by Miss Naomi Clement, who also designs cards of all kinds. Marjorie Wallingford's dainty drawings have been published for years for all sorts of occasions and purposes, as also those of Marjorie W. Morse. In later years Nana Bickford Rollins' name appears on many beautiful scenes and decorative designs.

Much of the charm of a greeting card is in the composition and careful drawing of title and lettering. Great credit goes to the letterer, who in the Rust Craft organization happens to be William Havican, and who perhaps has helped to beautify as many cards as any designer in America.

Novelty has always been the predominating factor in the manufacture of greeting cards. Perhaps no other innovation has been so popular as cards that bear a sentiment printed on the card itself, with four or five extra ones tucked in as part of the message and design. Cards for all occasions, of this nature, have been featured for years by Rust Craft and they never seem to lose their popularity. Their importance has been so great that an improved type has been patented, with the name "Tukkin," also protected by the patent office. One of the many popular Tukkins is shown in an accompanying illustration.

In 1921 the writer joined the organization as an associate, in charge of creation and advertising, and in 1924 Mr. Charles West, for years manager and president of the Campbell Art Company, came to Boston as general manager and sales manager.

Out of the thousands of cards published by such a firm it is almost impossible to call attention to best sellers, because over a period of years the most popular numbers run to a fairly high figure. Yet it may not be amiss to mention three or four outstanding sentiments that are really classics of Rust Craft make.

The following was issued in 1909 on a very plain card and has been in each successive year's line, with varying designs, ever since:

I've hunted through the many shops
For Christmas Greetings new,
But none of them can quite express
The Joy I wish for You!

THE ROMANCE OF GREETING CARDS

This birthday sentiment has also been dressed in various ways for several years and seems to be as popular as ever :

A very special greeting
And a very special bow
To a very special person
Who has a Birthday now!

Another birthday wish, woven into poem form by Helen Lovejoy McCarthy and first published about 1915, is selling every day. Each year it has appeared with a new cover design, for although both dealer and consumer insist on buying the same sentiment year after year they like to see it in varying dress.

So much you have given to others
To make life seem worth while,
So much of true friendship and service,
Your helping hand and smile,
That many a one on this birthday
Would join with me and say,
The best that life has to offer
I wish for you always.

THE P. F. VOLLAND COMPANY

Probably none of our publishers leaped into such instant fame as Paul Volland of Chicago, who followed close on the heels of A. M. Davis.

With John Wallis and F. J. Clappitt, P. F. Volland started a modest little publishing establishment in the summer of 1908. The first art subjects offered were twenty hand-colored mottoes for framing, about seven by fourteen in size. Mr. W. D. Nesbit furnished most of the sentiments.

In 1909 there was added a line of high-priced Christmas cards, mostly twenty-five, thirty-five and fifty cents, at retail, and from then on cards formed a large portion of the publications.

Many changes in location were made necessary by the ever-growing and prosperous business, what was sufficient space one year being wholly inadequate the following year. Mr. Clappitt, who had been for some time a silent partner, joined the organization as an executive in 1916.

Mr. Volland was a native of Germany and certainly inherited a genius for knowing beauty in design and perfectness in printing. Even his earliest publications of cards and mottoes were artistic in their composition, well lettered, and printed on stocks that harmonized beautifully with the hand coloring. He was the first to use mottled

AMERICAN GREETING CARD INDUSTRY

and clouded effects in cardboard and, in a few years, was purchasing exclusive shades and finishes from the best paper makers in America.

It was he, too, who utilized the new offset process on greeting cards, and I believe he did much to perfect that method of reproduction. One of his offset cover designs is illustrated and it is to be regretted that it cannot be shown in its original coloring.

Early recognizing the value of the best in sentiment as well as in design, the P. F. Volland Company secured the services of Wilbur D. Nesbit, one of the cleverest message writers the card industry has produced. James W. Foley, an exceptional verse writer, also came to the Volland organization and Carrie Jacob Bond, Myrtle Reed, Molly A. Haley, J. P. McEvoy, W. Dutton Wegefath, Samuel E. Kiser and many others were either contributors or permanent members of the editorial staff. Mention should be made of W. R. Anderson, one of the best loved men of those early days, a salesman of the first water, a writer of note and a gentleman always. Mr. Anderson contributed largely to the success of the Volland products, and his death was a distinct loss to the company and to the whole industry. The artists whom Mr. Volland gathered about him were among the best the country produced, for the sort of work in hand. Among them were Janet Laura Scott, Ella Brison, Catherine Sturgis Dodge, Frederick Richardson, Johnny Gruelle and John Rae.

Dealers and the public alike recognized the exemplary character of the greeting cards produced by designers such as these and, with the added charm of stock and hand coloring or almost perfect offset printing, the company progressed rapidly. Books were produced in the same artistic manner. They were mostly of the juvenile type, but it is doubtful if anything so fine, from an artistic point of view, had ever been offered before. Mr. Volland's "Mother Goose" was a masterpiece of printing, of designing and illustration, and has a very wide sale in spite of its high price.

The business had reached considerable proportions when, in 1919, the tragedy occurred which took this talented publisher and gentleman away to the Great Beyond. A woman, insane and not knowing what she did, shot and instantly killed Mr. Volland in his private office, during a conference over a certain publication. Thus the greeting card industry lost one of its leading figures. The company, however, went successfully forward with F. J. Clampitt, President and Treasurer, and continued to issue handsome and salable cards and books.

THE ROMANCE OF GREETING CARDS

In 1925 the Gerlach-Barklow Company's Greeting Card Division merged with the P. F. Volland Company and the entire Volland organization was moved to Joliet, Illinois, the home of the great Gerlach-Barklow Company, where the business is operated on a larger scale than ever and still under the name of its founder, with Theodore Gerlach, President, and Geo. B. Woodcock, Vice-President.

THE BUZZA COMPANY

In Minneapolis on November 1, 1907, the Buzza-Rheem Company was formed for the purpose of doing designing, advertising and writing. Not knowing what their future was to be and without funds or equipment other than a few drawing instruments, they opened an "office" in the front window of a printing plant. From this humble beginning has grown in the intervening years an organization with a capital and surplus of nearly a million dollars and with annual sales of over two millions of dollars.

These two young men, George Buzza and Royal A. Rheem, with energy in abundance and ideas galore, worked like Trojans to make both ends meet. Their first publishing venture, coming in the fall of 1908 after Mr. Buzza had successfully won a poster contest, was to design a series of eleven college posters. With these under his arm George Buzza made his first selling trip, visiting nearly every college town and large city in the country.

It is said that Hobbs and Sutphen, art dealers of Chicago, bought the first order and have remained customers ever since. After the death of Mr. Rheem in 1909 and the collapse of the poster business in the same year, Mr. Buzza drifted into the card publishing business. Because of his training in designing, engraving and printing, it seemed a logical outlet for his ideas.

Although the first twenty-four designs may perhaps be classed as crude and amateurish today, they were of such decided originality in design and color that they were really innovations in the then young American card business. Being so different from what was then offered to the limited trade and the man who published them being almost unknown, the first salesman, Alphonso Vale Barto, had tough sledding on his first trip. He sold from sketches only,—no plates or stock were made until after he returned; but the orders were finally completed and shipped in time for the Christmas trade.

AMERICAN GREETING CARD INDUSTRY

The first six years were decidedly hard ones for the Buzza Company, as the designs, which were beautiful and out of the ordinary, were not understood by the dealer and no great headway was made. The designs were more posterlike than other cards of that time and were made with a combination of printing and hand coloring. All-over effects were startling in their unique color schemes and bronze was used unsparingly. The lettering was heavy, to harmonize with the decorative designs and stocks and, all in all, the Buzza publications were unusual and, in my judgment, very beautiful.

Mr. Alfred G. Anderson and Mr. H. B. Swartwood came into the company about the same time from the road, where they had made a thorough study of the business. Mr. Swartwood took charge of all production, Mr. Anderson of the artists. The Buzza Company then emerged from the swaddling clothes of a one-man organization; and from that date on its strides have been rapid. Through Mr. Anderson in the last few years have gone all the ideas, a great many of them his own, for building the Buzza line. A number of the artists, such as Lee Mero and Miss Shaver and Miss Scott, have done, with Mr. Anderson, a great deal of the creating of the Buzza line.

Lee Mero, a designer of rare ability, has been connected with Mr. Buzza practically ever since 1908, a fact which puts him in the front rank of American greeting card designers. Humor enters generously into his work and many a smile has been induced by his ready wit portrayed in card designs; but he also creates many beautiful drawings for cards of the more sedate styles.

Another talented young artist, Miss Bernice Shaver, has devoted her entire time since the early days of the company to the making of distinctive cards, and the feminine touch in her work has aided materially in making Buzza dinner and tally card designs popular with the women of America.

More recently, Miss Janet Scott, formerly of the Volland Company, and Mr. C. D. Van Gorder have helped to design Buzza cards; also Al Metell, Edna Merritt, John Goodacre and W. H. Wheeler.

Since 1920 the Buzza Company have contributed greatly to cards reproduced in the steel die process, and much of the success of these publications has been due to the expert knowledge of Edward Walz, long connected with card publishers in and around Boston as a practical engraver. Assisting Mr. Walz are his two sons, both proficient under their father's training.

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Mr. Buzza realized quite fully that quality of sentiment enters largely into the success or failure of every greeting card and, sensing the talents of Edgar Guest, "the poet of the people," well known for his "Just Folks" poems syndicated all over the country, he induced him in 1922 to grant the exclusive rights to his writing to the Buzza Company for greeting cards and mottoes. Undoubtedly Mr. Guest's work has greatly advanced the standard of all greeting cards.

In the same year J. P. McEvoy, one of the cleverest sentiment writers in the country, joined the Buzza staff. Since then his well-known newspaper feature, "The Plotters," has been produced as a successful stage play. His originality and humor have added greatly to an already great line of greeting cards.

Frank L. Stanton, author of "Mighty Lak a Rose," Jim Foley, Gus Kahn the song writer, Gladys Salisbury and many others contribute generously to the production of greeting cards from "Craftacres," as Mr. Buzza calls his new publishing home.

Buzza productions are distinctive. There is something about most of them which marks them as actually unique. The combination of printing inks in tints and solids and the application of hand coloring is done in such an unhesitating manner that results are astounding and yet pleasing. Always a pioneer in the use of papers and cardboard of unusual shades, Mr. Buzza has with his uncanny sense of color values evolved many harmonies of color which another would not have dared even to attempt.

No figure in the industry is more filled with vital unceasing energy than is George Buzza, unless possibly it is A. M. Davis, and it is to his untiring strength and to an ability to gather geniuses about him that he has become one of America's leading greeting card publishers.

THE KEATING COMPANY

Like several other publishers, past and present, the Keating Company of Philadelphia were formerly social and commercial engravers.

Their first Christmas card was designed and engraved by Mr. W. D. Keating in 1906 and consisted of a simple spray of holly, in green and red stamping, with the wording "Merry Christmas" in red. This die was not only used on the greeting card, which was white and about post-card size, but was also stamped on a gift card, a post card, a tag

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and a folder cover with Dickens' Christmas Carol on the inner page. These five numbers comprised the Keating Company's first greeting card line and the total year's business, all from Philadelphia, did not run to much more than two hundred and fifty dollars.

In 1903 Mr. Howard Betelle, the present head of the business, became associated with the concern. In 1907 Mr. Keating retired and the business was continued by Mr. C. J. Smith, Mr. Betelle and his brother.

From the original design twelve numbers were evolved for general sale in 1907, but in 1908 these were increased to sixteen, selling at from \$1.50 to 2.50 per hundred, with a total year's business of about \$1000. By 1910 other designs—holly wreaths, snow scenes and candles—were published, both on cards and as ribbon-tied folders, the prices ranging from \$1.50 to \$10 a hundred, and resulted in securing three times the business of 1908. Mr. Betelle personally secured this business, traveling through Pennsylvania and to Baltimore and Washington—not attempting to book orders before late April.

In 1911 two salesmen were added and from that time to the present the business has grown by leaps and bounds; in fact the commercial end of the business, once its mainstay, began to dwindle until finally in 1922 it was discontinued altogether. This success is the result of a thorough knowledge of the engraving and stamping processes, a cast-iron conviction that quality of workmanship, stock and design alone are worth while. The personality of Mr. Howard Betelle, whose work in behalf of the Greeting Card Association since its inception in 1913, first as a member of its Executive Committee, then as Vice-President and President, makes him an outstanding figure in the industry.

Keating cards have always been the last word in engraved style cards and much credit must be given to Mr. William Herbert Sickles, now a member of the firm. He was a contributing artist from 1912 to 1916, when he was placed in full charge of all art work. Mr. Sickles is one of the most versatile designers in the country and able die cutters, beginning with Lambert Alpigini and John McCarthy, have transferred the very atmosphere of the artist's sketch to cold steel with the result that in Keating cards we see the very thought of the designer reproduced by mechanical processes.

In the last few years every-day occasion cards were numbered among this firm's publications, also designs of a more or less arts and

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crafts style reproduced in letter-press printing processes with hand coloring added to further beautify them.

The publications of Paul Elder & Co. of San Francisco appeared about the time of Alfred Bartlett's "Cornhill Dodgers" and although very few were published for actual use as greeting cards, many of them were used as greetings.

Mr. Morgan Sheppard, a former partner of Paul Elder, became interested about 1901 in reprinting appealing passages from the classics, and for some years Paul Elder & Co's "Impression Leaflets" were to be seen in nearly all the best shops in the country. Subsequently these were worked up into an annual fifty-two page calendar known as the "Impression Calendar." Although out of print for years, orders are received yearly for this book of famous quotations.

Later, some few privately made birthday, Christmas, Easter and valentine cards were made by the Elder organization and sold to many dealers, but the publishing department was finally discontinued.

Geo. E. Southworth, long of Milford, Connecticut, was one of the pioneers in the die-stamped Christmas card business, for in 1905 he became actively engaged in the business and for years operated many presses, his output being sold through the Thompson-Smith Company.

Space does not permit details concerning the half a hundred or more other organizations and single individuals who have done much and are now doing a great deal to keep the greeting card on a high plane of quality and artistic merit.

The Stephen Greene Company of Philadelphia and the Thompson-Smith Company of New York have kept up the standard of engraved styles for many years. Their cards are always beautifully made, the designs more or less formal and dignified, but artistic in every detail.

Milner Brothers of Brooklyn, New York, made a name for themselves with their hand-tinted original reproductions from etchings, not only for the Christmas trade but for Easter and the every-occasion styles. Beautiful artistically etched little landscapes, flowers and some decorative designs are done on handmade papers and cards and they are charming in every way.

Charles S. Clark Company of New York, one of the pioneers and leaders in the trade organization, are famous not only for their cards but for myriads of place cards and tally cards.



A BUZZA COMPANY PARCHMENT CHRISTMAS COVER DESIGN



A TYPICAL BUZZA COMPANY CHRISTMAS CARD

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Then we have seen and admired for many years the artistic publications of Jessie H. McNicol of Boston, usually wrought on deckle-edged cards from Italy or Japan and always endowed with personality and character. One must always bow in deference to the charming simplicity of her designs and the harmony and care shown in her hand coloring. Practically all her publications are embellished by hand.

In more recent years there appeared striking poster designs and arts and crafts styles published in New York by Bridgman & Rudge and the Doughty-Davidson Company. Both these concerns secured designs from the best artists in the country and catered to the classes rather than the masses.

To Carl Van Gorder goes much credit for the publication of handsome cards of peculiar yet striking design and with lined envelopes to match, the designs on the tissue matching those on the cards.

The A. E. Little Company of Los Angeles are to be commended for their excellently designed cards, of a technique of drawing and color all their own. They do not hesitate to use vivid colors of stock for any and all occasions and so arrange their color schemes that perfect harmony usually results.

To mention all the others would but take space, yet they are not omitted because of their age or youth, or because their productions are not of merit. Many of them have published cards that have been phenomenal successes and some have created innovations that keyed all the publishers to greater efforts.

Complete harmony prevails in the card industry. In 1913 there came into being an organization known as the "National Association of Greeting Card Manufacturers" (the name was afterwards changed to "The Greeting Card Association"), consisting of firms publishing ninety per cent of the cards made in America. This group was brought together for the promotion of better trade conditions, to help the retail dealer in his merchandising problems and to assist him to swell his volume of greeting card sales. In 1918 a national advertising campaign was inaugurated which was subscribed to by all the members, the result being that dealers and manufacturers realized more than ever that the industry was on a safe foundation. From that day to this the advertising appropriation has grown in volume year by year and the popularity of card sending has seemed to increase in proportion.

The American people on the whole are a friendly people and are

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thoughtful of their friends, their neighbors, their relatives and even those whom they know but slightly. Cards have come to fill a place very dear to their kindly spirits and it is doubtful if any calamity or condition could wean them away from the pleasant custom of sending cards.

Not alone to the publishers goes the credit for the growth and expansion of the greeting card business in America, neither are they solely responsible for the artistic merit and countless ideas that have aided in keeping the cards popular and up-to-date. The salesmen, who travel up and down the continent with their samples, have done much to feel out the pulse of the people and to inspire their firms with greater and better things. Some of them, many of them perhaps, go about their selling and give no thought to the artistry of their product, its creation, its purpose, its final destiny; but there are others who watch every corner of their territory for indications of dissatisfaction, who listen to every criticism, every comment and report every new move to their respective houses. It is to them that great credit should go, for they are the periscopes through which the designers and creators of cards see the needs, wants, whims and demands of the "dear public."

Salesmen of the discriminating eye are continually indicating the trend of the times; they see and hear where others, even the designers themselves, may be blind and deaf to the desires of the trade. Their criticisms and those of their customers have taught writers of verses how to ply their profession. To them, designers may give thanks for knowledge imparted concerning style and form and color, and publishers must needs give close attention to every sentence that falls from their lips and every written word which comes from their active pens.

Men like Francis Evans, D. C. Brush, William H. Webster, Charles W. Stevens, Jr., J. E. Timson, Frank Lord, George Meiler, Ernest F. Dragon, Edwin R. Davis, Edgar Wehle, William H. Huff and many others, have done far more to make better cards than they will ever be given credit for.

To those men who patiently and with infinite skill transfer the artist's drawing to the steel and then cut microscopic lines and surfaces so that all the technique and even the feeling and atmosphere are reproduced by the steel die method, the greeting card industry owes much. They are lost in individual shops, in large engraving plants; many have passed to their last reward, others no longer can

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ply their trade because of impaired eyesight, still others are laboriously cutting their way to fame as experts in their line and in their profession.

To mention a few may be an injustice to many who have striven for the best in die cutting, but there are some outstanding figures in this field whose work merits mention. John Daniels, Edward L. Hornsey, Edward H. Hackelton, James C. MacWilliams, Edward Walz, I. P. Brady, Charles E. Slocum, John Quinn, Lambert Alpigini and John McCarthy.

It is impossible to tell in detail of those in the great and smaller lithographic plants whose technical skill as transfer artists have dot by dot and process by process reproduced beautiful drawings direct to stone, in order that the designs might be faithfully repeated in the many color printings on the wonderful lithographic presses.

Then there are the photo-engravers, whose marvelous photography duplicates every line of the original, many times greatly reduced, to zinc or copper and then etches away the portions not to be printed, leaving in relief the design, that the printer may do his part successfully. Great credit must be given these expert workmen, for without them how could the greeting card publisher reproduce the details of his artist's drawings?

Too much praise cannot be given the paper and cardboard makers for their share in contributing to the success of the greeting card. Have they not striven to make numberless fancy finishes and tints and colors, in order that all sorts of plates and methods might be used to good advantage? Have not their chemists labored diligently to perform wonders in producing odd effects in order that unique cards could be made with a minimum of expense and effort?

The Strathmore Paper Company, the Keith Paper Company, the Whiting Paper Company, Whiting and Cook, Eaton, Crane and Pike and others have furnished stocks which have lent dignity and quality in abundance to these bits of carded sunshine. We doff our hats to the foreign makers also, especially those in Fabriano, Italy, whose handmade papers and deckle-edged cards are classics, even before our designers have turned them into masterpieces of grace and beauty. The makers of envelopes should not be forgotten, and are not, for every card must have an envelope and they have contributed their skill to that of the paper makers. All hail to the United States Envelope Company and other manufacturers!

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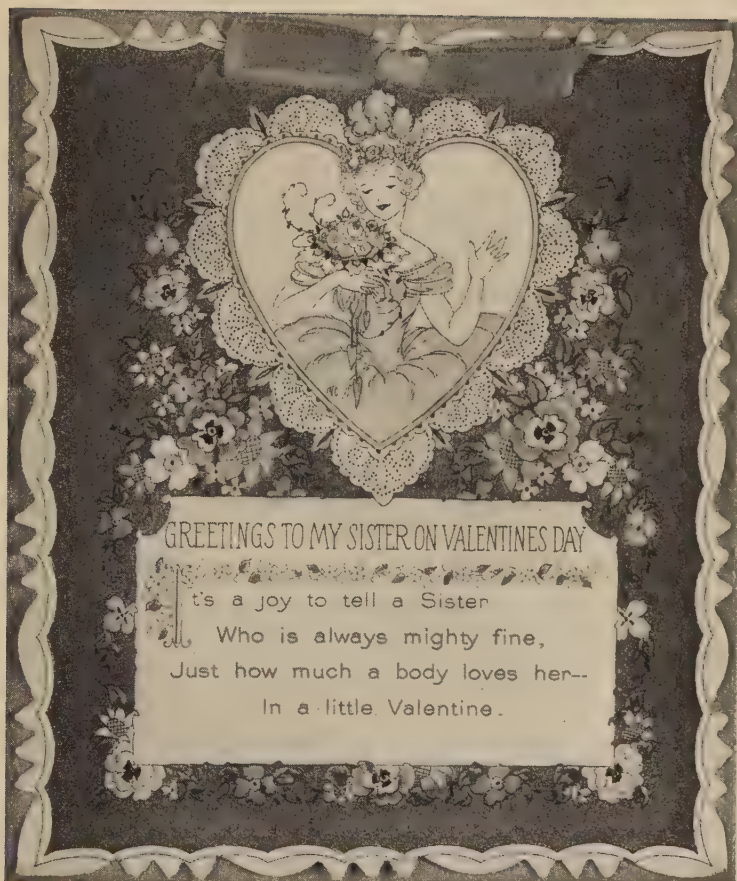
Printing has become one of the fine arts, and surely the greeting card to be salable must be carefully and correctly printed. The best of designs may be ruined by the engraver, the etcher, the photo-engraver; but the perfect plate in the hands of a poor printer may not only be itself spoiled but every print be worthless. Then to the printer goes his proportionate share of the credit of making good greeting cards. He has cardboard and paper of all finishes and grades and colors and sizes to contend with; he has his almost human presses to follow in their rapid movements and their mechanical intricacies to be attended to; he has colors to match, one of the most difficult of his problems and the one which causes him most worry, and all the time he must please the designer, the publisher and, above all, keep his costs down.

To the printer of beautiful greeting cards, such as we see in our stores and shops, we lift our glasses of clear sparkling water, such as necessity prompts us to use today and say, "Long life to you and may you prosper."

As the first Christmas card was hand colored, so have billions of cards since 1846 gone beneath the deft fingers of the young ladies in England and Germany and France and America in order that the conception of the artist should be fulfilled in the finished product. Printers and lithographers may come and go, but hand coloring never can be successfully imitated by any mechanical process. So we are glad to commend the work, patience and cleverness of those who have colored and are coloring by hand the designs, simple and complicated, that give many of our greeting cards a touch of the daintiness that otherwise would not be theirs.

Many are the other operations that necessarily must be completed before cards finally come to the dealer who passes them out to the ultimate consumer; but important as some of them are we must hasten on to other phases of our story.





THE LATEST IN VALENTINES

Die stamped in black, gold background printed, and flowers and figure colored by hand

Published by Rust Craft for the 1927 season

Which Tells of Sentiment Writers and Card Designers



SK any dealer what makes the card a success and he will unhesitatingly say "the wording." Every effort, therefore, is made to secure the best in sentiment.

When the card industry was young and publishers were unknown, they were oftentimes hard put to it to find the needed thoughts to complete the various occasion cards, and more especially the Christmas sentiment. As already mentioned, more than one publisher has written his own at times, and it will be admitted without a blush that some of them were horrible examples of the rhymester's art. Far less discrimination was thought of in those days, for writers were far apart and verses did not come in with every mail as they do now.

Mrs. Emma B. Snow was the first writer in Boston to take advantage of the new industry and her sentiments are still being purchased by many of the publishers throughout the country. Dorothy de Jagers, Mrs. J. W. Meek, Marie L. Spader, Martha B. Thomas, Hannah Wheeler Pingree, Emily Sélinger, Ella R. Pearce, Frank Moxon, Wilbur D. Nesbit, Mary Estabrook Hale, Dollie M. Parke, Percy W. Reynolds, Averil C. Maynard, James Rowe, Miss A. Louise Denniston, Robert N. Stannard, Miss Marguerite MacGregor, Thornton W. Burgess, Miss Ethel M. Brainerd, Evelyn Gage Brown, Mrs. C. A. Farmer, A. V. Mahaffey, Eva Peden and Bernice Parker, were soon actively engaged in this interesting work—a few more or less privately, others selling to all who would buy.

Perhaps it isn't fair to mention some of the early writers and not others; but names are not omitted because of any preference, but rather because records are incomplete and memory fails to recall all

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whose work has been excellent. On the earlier cards, names of the writers were sometimes added and others bore initials, but this courtesy was soon discontinued at the request of the public, although this same public accepts a few authors whose names are well known, like Dickens, Phillips Brooks, James Whitcomb Riley, Henry Van Dyke, Kate Douglas Wiggin and some of our later writers, such as Wilbur D. Nesbit, Edgar Guest, J. P. McEvoy and a few others.

Those early days were hectic in the almost futile attempts to secure salable verses and, when a good one had seen two or three years of medium success, the dealers would remark, "Are you never going to have anything new?" Sometimes, after continual criticisms of this kind, the mistake of dropping some of these proved good sellers would be made. Many, many sentiments thus dropped have reappeared again to become new successes in later years.

With the passing of the years came the ever-growing deluge of verses. From everywhere they came, — out of the big cities, out of the small towns, from wide stretches of prairie land and from junctions on the dry and dreary desert, from great hotels and apartment houses and from lonely cabins on far distant mountain sides. Canada early produced writers, then England, Australia and other foreign lands joined the throng. The influx became alarming to the already over-taxed publisher, whose waking hours were all too few for the creation, selling and manufacturing of new cards. The always needed sentiments must be procured, hence all verses have to be scanned for fear that a diamond, even though in the rough, might be overlooked. One can never tell by the looks of a frog how far he can jump, so sometimes out of an envelope loaded with all the government will carry for two cents, and from manuscript that would take an expert to decipher, one strikes "pay dirt," sometimes one, seldom two, rarely three, I might almost say never four.

Sentiments arrive on every sort of paper, from Crane's finest to the cheapest of yellow news, from one on a sheet to a dozen; on one side or both according to the taste of the writer; they come folded, rolled or flat, on neatly cut paper of uniform size or assorted sizes and styles; written neatly in longhand or slovenly in no hand at all; many are type-written, but not always carefully. The publisher, especially in his first few years, must needs select his own, for to whom else can he delegate so delicate and important a work? He sticks them into his bag for night reading and then in the quiet of his home he searches for the one

SENTIMENT WRITERS AND CARD DESIGNERS

precious verse he can use. It's like hunting for gold. Several batches may not reveal a single thing worth reading twice, then again some evening one or more nuggets greet the eye. Pathos, comedy and all the mental tortures in between are his lot at times; then presto, all is sunshine, all is pleasure, for he comes upon the work of a literary genius and his search is rewarded by the finding of a sentiment that looks like a winner. He buys it, and who knows but what later, when making up his lines, he again reads his "gem" to find there is a serious flaw in it, and he wonders why he ever selected the thing anyway. Other purchases may seem only ordinary when he almost reluctantly retains them, yet they may prove priceless because of some odd arrangement of word or thought or wish.

The following rhyme was written and published by Mr. Fred Rust to send the many verse writers in order that they might better understand the wants and wishes of the greeting card publisher in regard to sentiments:

Don't write so many verses to friends now "far away,"
For many greeting cards are sent to those we see each day!
A word that's often overworked has just three letters, "too,"
And another just as trite, I'm sure, is the little word "anew" !
The phrase "my friend" you use too much, the same is true of "my dear" —
To everyone you can't wish "health and wealth and a prosperous year!"
And "fond and true," "without alloy," "old pal," "your natal day,"
"This birthday is a milestone," are decidedly *passé*!
Don't start a verse like this, "I've tried to think of something new,"
Nor "If I could only have my way, I know what I should do!"
In fact in writing greetings, just say the things you'd say
In writing notes to those you like, to greet them Christmas Day!
And don't be too poetical, be simple as can be,
For those who buy the greeting cards are just like you and me!

Many have been the comebacks from this "word of advice" — some very clever, the following of which is typical:

A PROTEST

(Plaintively addressed to Mr. Fred Rust)

If joy "without alloy" is barred,
Perhaps you'll let me send
My wishes for a cheaper grade
To the man who's *not* "my friend."
I must not call him "dear old pal,"
Nor rhyme "anew" and "too."
You make it all so very hard,
How can I struggle through?

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Now sternly you forbid "my dear."
Of that last prop bereft,
Reduced am I to blank despair,
With no resources left.

There was "more truth than poetry" in Mr. Rust's "caution," for words so often limit the sale of a card. Take, for instance, the word "friend"—no one can mail a verse containing it to a relative. Then there are the words "dear" and "love," all right in their place, but dangerous in greeting card verses unless sent to "Sweetheart" or "Mother" or possibly "Sister" or "Brother." Endearing expressions of all kinds should be avoided, for many cards are sent to casual acquaintances. "I" should be used sparingly, because two or more people cannot use cards containing it, and you'd be surprised to know how many couples use greeting cards. "We" can just as well be dispensed with as can "your family" or "and yours."

What publisher would care to purchase the following birthday verse, with its shadows, its sighs and sorrows, even if it were nicely worded? Troubles there are a-plenty without being reminded of them on the happy occasion of a birthday.

Dearest, I wish you joy this pleasant day!
May troublesome shadows fade away;
Sigh no more, smilingly ease sorrows,
All happiness weave for tomorrows!

Verse editors are pretty sure to avoid verses where discontent, frowns, fears and tears, strife and all such unhappy possibilities are even implied to exist. The word "Christmas" should always be spelled out and not abbreviated to "Xmas." "Afar" and "snow" may just as well be avoided, because the person may not be "afar" off and it may just happen to be a "green Christmas" rather than a white one. The "cheery fireplace" is relegated to the past, for many people live in apartment houses, and "under the mistletoe" is all right in its place, but on general selling Christmas cards, never. It reminds me of the woman of sixty or so who in the Christmas rush hurriedly told the clerk she would take "these cards," handing the young lady a dozen cards and envelopes. She ran them over and said, "Madame, are you sure you want all these of one kind?" "Yes," came back the answer, "certainly I want them all." "But," stammered the amazed girl, "these are all 'Husband' cards!" The customer turned almost pale and said meekly "O dear, and I'm an old maid!"



ROUGH SKETCH FURNISHED BY CREATION OR LAYOUT MAN TO
DESIGNER, GIVING IDEA DESIRED FOR CHRISTMAS CARD



REDUCED ILLUSTRATION OF ABOVE SKETCH AFTER THE DESIGNER
HAD MADE CAREFUL PEN-AND-INK DRAWING

See page 235

SENTIMENT WRITERS AND CARD DESIGNERS

As an example of a "fool proof" Christmas sentiment, read the following and imagine anyone you couldn't send it to:

Only a simple greeting,
But it brings a wish sincere
For the happiest kind of a Christmas
And the finest sort of a year.

Many sentiments are too long,—eight lines is the limit, four are better. Every one should contain a wish of some kind and it is best to avoid mentioning the sender except in a general way; it's the happiness of the recipient and not the pleasure of the sender that should be stressed. Verses containing the thought "written just for you" are not true and should not be used, because if they are for sale in the stores they were not written "just for you." The best sentiments contain only the words that are commonly used in ordinary conversation, and not "tome," "fraught," and others that may rhyme with understandable words. Simplicity in verse writing is just as important as in everything else.

Verses that get the best attention come in envelopes where full postage has been paid (due stamps are poor impression makers). The paper on which the verses are typewritten is of uniform size and fits in the envelope without folding; there are not more than twelve or fifteen sentiments and a stamped envelope is enclosed in which to return the verses. Most good writers stamp their name and address on each verse slip and do not write a letter with their mailing, because they realize how little time the editor has in which to read letters.

Every publisher receives from time to time sentiments which may have rhyme but no reason in them, and from a choice collection of such I quote the following, all of which were actually received by publishers "at regular rates":

I am so "lonesome" and so tired,
I will send you a Birthday Card;
And this Card you do not get,
Let me know by wire, my pet.

TWINS' BIRTHDAY GREETING

'T is your birthday, Sister and Brother.
And may you love each other
With a love that's divine,
As your Mother's and Mine.

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"ETERNITY," A CHRISTMAS GREETING

Eternity means moments, years, perhaps forever,
So, love-ones, while we're altogether,
Cling like ivy, or, like a bell ding dongs :
Make our Christmas Greeting, be an echo of songs.

SYMPATHY TOWARD A CONVICT, ON MOTHER DAY

Cheer up, poor Convict, can you not feel gay?
Smile, for today is "Mother Day,"
E'en tho' there's no flower amid a convict's bower;
Won't you pray, ask her forgiveness, be honest,
and await the hour.

HAPPY DAYS

Many happy hours together
We have wandered on the beach,
Listening to the singing bullfrogs,
While the crocodiles would preach.

CHRISTMAS GREETINGS

Christmas time is drawing near;
I'm longing for the stuffing, dear,
I love the biscuit and the gravy
And my dear Sweetheart in the Navy.

BEST WISHES

You say you miss my music,
That your eyes with tears are dim,
But I smile, for I know you're playing
On your old "spit-tune," dear Jim.

Not all verses used are selected from those sent to publishers on speculation; many sentiments have to be written to order to fill some special need or to fit some design or idea to be marketed. There are not a few clever people now available who can "turn out" the very sentiment needed to put across such innovations, and great credit is due them for their real genius.

As an illustration, a certain publisher needed a wish to accompany the gift of money to be enclosed within a little dog house with the dog's head protruding from the doorway holding the device firmly together. A special writer submitted the following after having the design explained:

There is treasure inside,
And I'm guarding it too,
If you'll let me out
I'll show it to you.

SENTIMENT WRITERS AND CARD DESIGNERS

Cards of novel nature usually have "made to order" thoughts embodied in rhyme and written expressly to carry out the designer's idea. Some thoughts are evolved by publishers or dealers and writers are asked to put them in salable shape. I remember when Emily Sélinger of Boston was asked to write a sentiment containing the thought of the "Bluebird for Happiness" and while the messenger waited she dashed off the following, which probably had the largest sale of any card for the purpose:

I have seen a Bluebird winging
His flight to the greenwood tree,
I have heard a Bluebird singing
His joy for You and me;
I will search till I find him and bind him,
He can never be far away,
And I 'll tell him to bring you Happiness
For today and every day!

To attempt to list all the designers of greeting cards would be almost as difficult as to give the names of all the writers, but most of those who do practically nothing but card designs are mentioned in the chapter entitled "The Second Era of Greeting Cards," and there have been and still are hundreds of "Free Lance Designers" all over the country who have done notable work in the greeting card field. Artists and illustrators have had their fling at card designs. We note Rose O'Neil and her "Kewpies," one of the card sensations for a time; Norman Wyeth and a series of six folder covers for Christmas cards; Betty Manley and Ruth Newton with their children's figures on Christmas, Valentine's Day and Easter cards; Franklin P. Collier, maker of humorous designs and H. Boylston Dummer, whose farmer types have always been popular.

If publishers are pained and pleased at the receipt of envelopes of sentiments, they are equally overjoyed and discomfited when large and small packages of "designs" come unasked and unsolicited from all corners of the country, sometimes "collect" and often besprinkled with due stamps of various denominations. Occasionally happiness results, though usually they come from art students whose intention is all right but whose work is not worth the paper or cardboard they are done on; and if, as happens frequently, no stamps are sent for their return, the publisher is certainly penalized if he returns the drawings, as he generally does.

THE ROMANCE OF GREETING CARDS

In the long run the discovery once in a while of a designer with real workable talent from among these "spec packages" offsets the sadder experience a man must expect if he engages in the publishing business.

Present-day designers of cards are mostly those who have spent years in the work, have really grown up with the industry and are familiar with the various methods of reproduction and the limitations of such methods.

The good card designer is the one with clever ideas, a sense of proportion and color values. There are those who can do good figure work and little else; there are others who not only draw figures well, but can add suitable backgrounds and even titles; but, as a general rule, the lettering is added by the specialist. Decorative designs, scenes, floral effects and all the rest are made by individuals who usually specialize in certain styles. Designers of humorous cards rarely do the more sedate or decorative drawings.



How Greeting Cards are Made



SOMETIMES we are asked how greeting cards are made and the answer may be expected in a few words, but unfortunately it isn't as simple as all that. There are several methods used in reproducing the various styles of cards you pass so casually in the stores. Time and thought and care must be exercised in every individual card, not to mention a knowledge of the card business, which only years can strengthen.

Many times friends say to me in the early fall, "Well, I suppose you are busy on Christmas cards these days." My answer must be "Yes, for next year Christmas cards." They look at me in amazement to think that our work must be done so far ahead. But how else could we produce the hundreds and hundreds of designs, the plates, the dies, do the printing, the hand coloring, mount the samples and have them ready for the salesmen who go out to call on the trade the first day of February?

Months of preparation are necessary because of the time consumed in operations of various sorts. Even then January is a hectic month, as last-minute numbers are crowded in because of some new demand made during the Christmas season. So all creative and sampling work must be done at least a year and generally a year and a half ahead of the date when the cards will actually be mailed.

Let us try to follow through some of the cards you are familiar with. As the ultimate purchaser of a card bases his purchase on the suitability of the sentiment, so our work commences with the message to be conveyed. It matters not whether the card is to be printed and hand colored, die stamped, offset (lithographed), etched, photo-gravured or printed entirely on an ordinary printing press—the same careful thought must be given the wording.

As Christmas is the great season, we will talk first of a Christmas

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card. Christmas cards are divided into two groups: "Counter Cards," those sold over the counter, including family cards and general sentiment cards, and "Personal Cards," those made primarily to have person's name imprinted on them.

Every publisher of course must plan out his lines — there must be so many at five cents, so many at ten, so many at fifteen and so on. Among the five-cent cards there must be so many religious in tone, so many of a general nature, so many "cut-outs," so many novel or semicomical and so on. Each priced card must be subdivided into various classifications, which are more diversified in the ten, fifteen and twenty-five cent cards, for in those groups are many specials for members of the family and other individual purposes.

Having the lines planned out, the task of securing sentiments is the next step. Many tried and true sentiments are sure to be repeated with new designs, but the accumulated verses are gone over with great care and, although they seemed good when purchased, many are now discarded as unfit; then new ones have to be ordered and those for special purposes must be written to order. Months vanish, but in the meantime artists and designers are set to work on the cards first selected and soon plates begin to come through and proving can be commenced. Then there is the assembling, the hand coloring and the final operation of mounting the sample on a black mount, with number and price underneath. "There's many a slip 'twixt the cup and the lip," however; and many times after a card gets this far and time, energy and money have been expended on it, a conference of salesmen or firm members condemn it entirely, or order it changed in this or that respect. The creation department works usually through January in a state of wrought-up nerves, making changes, adding new things, reproving and resampling. On February first they are in need of a long, well-earned rest, but they seldom get it, for new Valentines, Easter and Mother's Day cards must be planned for next year, to say nothing of a whole group of cards for birthdays, illness and everyday sale. Even before these are finished, plans are well under way for the next Christmas and holiday lines; so you see there is no rest for the creation department from one year's end to another.

Now, if the designs and sentiments are well liked and buyers order generously, there are the runs to be made—that is, cards must be printed and finished and ready to ship by June 15 or July 1, for the average dealer likes to have his cards in hand during the summer

HOW GREETING CARDS ARE MADE

months in order that he may have time in the dull season to mark and prepare them for sale in the fall.

In order that you may get a better idea of the work put in on each individual design, let us take card number 15369, a fifteen-cent (retail) regular Christmas counter card, planned to be reproduced from a zinc plate and hand colored. The verse is assigned; we decide the card will be four and three-eighths by five and three-eighths and be an upright card. Perhaps a rough drawing is made of the proposed layout (see opp. page 228); this is given the designer to work up, or he is told to design something to suit the sentiment. Designs are usually submitted in pencil, and two or three times the actual size of what the card will be. If O.K. it will be inked in in jet black ink. We now have a large drawing in black and white of the design only; but another artist, one clever in lettering, takes it and carefully draws in the title and verse with its fancy capital letter. Now this drawing must be looked over for errors in spelling; then the critics are asked to pass on it. If again O.K., the zinc etching is ordered from the engraver. He sets up the drawing in front of his camera and makes a negative, reduced to the required size to fit the card as ordered. This negative is printed directly on a piece of zinc that has been sensitized and there the design and verse may be seen, reversed, on this "enamel" surfaced zinc; this is "fixed" and immersed in acid and all the portions, except the surfaces that print, are etched away. Some hand tooling and routing out have to be done and the plate is then tacked to a piece of hard birch or mahogany, type high, and we are supplied with a cut ready to print (see opp. page 236).

Stock is cut to the required size and of the color decided upon and the printer runs off a few hundred in black ink for samples. These cards are then bordered in gold. This is done by "fanning" a hundred cards out so that about a thirty-second of an inch of the edge shows; the gold bronze is then squirted from an air brush to the hundred edges exposed. It dries almost instantly, and the operation is repeated until all four sides show the narrow edging, giving each card a finishing touch.

One of the most difficult operations follows; that is, to secure a good color scheme for the hand colorists. Generally one is selected after three or four trials. The samples are finally finished and we have a card looking like Figure 3, except that it is in full color, whereas this illustration must necessarily be in black and white.

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Let us take card 10B38, a birthday card to sell at ten cents. It is reproduced from a steel die and hand colored. Sentiment and design are selected as in the previous card, but here the design only is reduced by photography and is transferred directly to a piece of steel about one-third of an inch in thickness. The die cutter "carves" or "cuts" each little line and lettering into the steel, giving us a finished die which looks like the illustration facing page 244. Stock is cut for the card as before, except that one side must be wider for "finger margin" (so that the girl running the cards into the press will not run the risk of losing a finger or two). The die is set in place on the press and a "counter" cut, in order that a good impression may be obtained; the power press is set in motion, sending an ink roller over the surface of the die, which leaves it covered with black ink; but a roll of "wiping paper" quickly wipes the ink off the surface, leaving ink only in the lines of the design and lettering; the press descends and the impression is made on the card, all the ink being transferred from die to card. Nimble fingers of one hand remove the card, while with the other the operator slides another card in and the operation is repeated. As the cards are taken from the press they are laid out in racks to dry, then are hand colored.

Sometimes the design is printed from a zinc etching (see illustration opposite this page), and the lettering only is die stamped from a steel die, as in this last described operation.

Folders are sometimes made with cover design done from a zinc plate and perhaps a die-stamped title, with hand coloring added, and the insert or sentiment is reproduced from a steel die.

Various effects, in still other styles, are obtained by adding a color or gold printing to the black printing; for although hand coloring is desired, when it is practical, it is not nearly so effective as an all-over flat printed tint of color or gold, nor is it so bright and attractive. When this second color is added, another zinc plate or steel die must be made. We therefore require two plates, as shown by the illustration, opposite page 240, of the cover design of folder 25B267, together with the black plate and gold plate. The two plates, or cuts, require two operations through the press, one for the black and one for the gold; but the press leaves only a "size" on the card and, as each card comes from the press, it is "dusted" with gold bronze powder, as there has never been a "gold ink" made that will give the same luster that "dusted on" powder gives.



A FINISHED CHRISTMAS CARD (ABOVE) AND THE ZINC PLATE FROM WHICH IT WAS PRINTED. COLORS WERE ADDED BY HAND

Described on page 235

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On less expensive cards and to get necessary "all-over" effects on higher-priced cards, all the operations are performed on the printing press, and for every color used a separate cut must be made. The illustration opposite page 116 shows a card reproduced in four-color printing, — black, blue, red and yellow. To get the green, the blue is printed on the yellow by having all places where green is to appear in both the blue and yellow plates. Naturally such cards must go through the press four times; but usually, four or eight or even more cards are printed at one time on a large sheet of cardboard and then cut up.

Some of the most beautiful cards made are those reproduced in the "all steel die process." Designs for cards of this style are generally made exactly the size of the finished picture. You can well realize the cleverness of the artist and the care with which he must work. Although the man who actually cuts the die is an artist in his own sphere, he usually follows the copy exactly, so the designer must put in the original all the detail he desires to show when the cards are stamped.

This design is then transferred by careful tracings to as many pieces of steel as there are colors to be used. The engraver cuts in all the lines and surfaces necessary to obtain the effect desired and, when entirely completed and proofs show that every color registers, the dies are "case hardened," so that they will wear well and good runs be made. Cards of this style are run on power presses, and fed in like the other "die stamped" cards described in a preceding paragraph.

In the case of die-stamped cards where gold is used, a satisfactory ink is obtainable without having to "dust" it on; but to get a brilliant gold, each card goes through the press a second time and a "plain impression" (without ink) is struck on the gold ink. This is called "burnishing," and it gives the gold a luster of more permanence than it otherwise would have.

Plate marking or paneling is done on a printing press, or may be added on a die-stamping press. In the case of photogravure plates, the effect is obtained from the edges of the plate itself.

Gold beveling on cards is secured by "fanning" out a stack of about one hundred cards and firmly "clamping" them together; the exposed edge is then buffed down to a "bevel" on a sand wheel and "size" is applied to this smooth surface; gold leaf or Dutch metal, in the form of miraculously thin sheets, is carefully placed over this "size" and, when all is perfectly dry, the clamps are taken off and the

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operation is repeated until all four sides of the stack are finished. This is a slow and expensive procedure, but cards with a gold bevel have a finish and elegance all their own.

Cards with real etchings reproduced on them are stamped by hand from copper plates on which the artist has spread a coating of "etching ground." On this surface he scratches his drawing, then the plate is immersed in an acid that eats into the copper only where the lines of the drawing are. This etched plate is then steel faced in order that it will stand up under the strain of continuous printing. Etchings, then, as one may imagine, are expensive to manufacture, especially as the plates do not last long and new ones have to be made by hand. If color is applied, it must be done by hand, as there is no method of printing colors into etchings.

Photogravure plates are produced by making a negative the proper size from the drawing and transferring it to copper. It is then etched by a secret method, so that even under the microscope no dots or lines are visible. This plate is then steel faced and printed on hand presses, similar to etchings. Cards made by this process are the most costly of any to publish, but the effect obtained is worth all the cost. Good reproductions have more depth and light and shade than the best of photographs, and for personal Christmas cards, where one's home or doorway or fireplace is to be illustrated, this process is by far the most satisfactory. The stock used for etched or photogravured cards is generally handmade with deckle edges and more or less rough in texture.

Many of the cards we see these days are reproduced by what is called the "Offset" Process, which is lithography with an advanced name.

Offset cards are generally printed in from five to ten colors and run in large sheets, then cut up, finished and decorated with various trimmings such as die-stamped titles, sentiments, paneling, beveling or bordering.

Drawings or sketches for this style of card are mostly in full color, such as water color, pastels or oil colors, and so reproduced that one can hardly distinguish them from the originals. The process is as follows:

The drawing or sketch is first photographed through colored filters and a very fine mesh screen down to the desired size, a negative for each color. These reduced negatives are retouched and then printed on a lithographic stone, which is a limestone from Bavaria. This stone

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is then treated with chemicals after being inked up and is in condition ready for the prover, each separate color to go through this operation. A lithographic stone measures about three inches in thickness and about twelve by eighteen inches in size. After the prover receives these stones he starts proving the yellow first, following this with each color to be used, ordinarily proving one color a day. After the completed proof is approved, the stones are sent to the Transfer Department, where impressions are pulled, on a specially prepared transfer paper, of the black or "key stone." As many are pulled as the layout on the large sheet calls for, which may be from one hundred to one hundred and fifty designs. These are "patched up" very carefully for position, and the whole sheet is then transferred to a large sheet of aluminum or zinc treated with chemicals. A "key plate" is pulled from this transfer, which consists of a large zinc plate one-eighth inch thick coated with paper so that all of the designs and cross marks will print readily (this "key plate" is used to "patch up" in exact register the balance of the colors).

After the yellow "plate" is transferred and prepared, it is clamped around a cylinder on a large fast-running press and the printing commences. These offset presses consist of three cylinder rollers. One cylinder contains the "form" or "plate"; the other, the rubber blanket; and the third, what is called the impression cylinder, contains the grippers for carrying the sheets of paper. The printing commences by rolling over the plate with form rollers well charged with ink; the ink from the plate is then transferred to the rubber blanket, which in turn offsets it to the paper. The whole press is automatic; even the sheets are loaded in a pile on a feeder that handles each sheet from the top by suction, delivering to the gripper in perfect register, as the colors must register accurately with each other. These sheets after passing through the press are deposited in large piles on trucks so that they can be rolled from one end of the press to the other for each color. This saves handling by hand, thereby preventing considerable soiling. After all the colors are completed and perfectly dry, they are sent to the Cutting Department for rejogging, to insure perfect cutting on large cutters that cut them into single cards ready for the finishers.

When next you see delicately tinted "offset" cards, soft and dainty as was the artist's original, you may be able to understand more clearly how many operations cards pass through before completion.

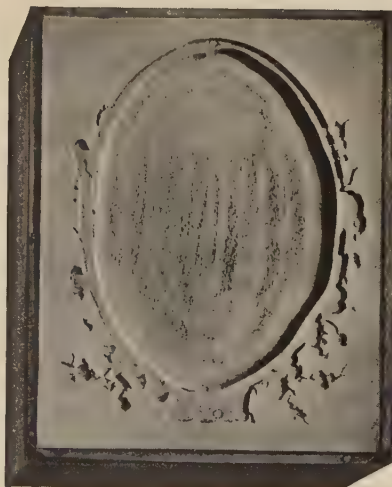
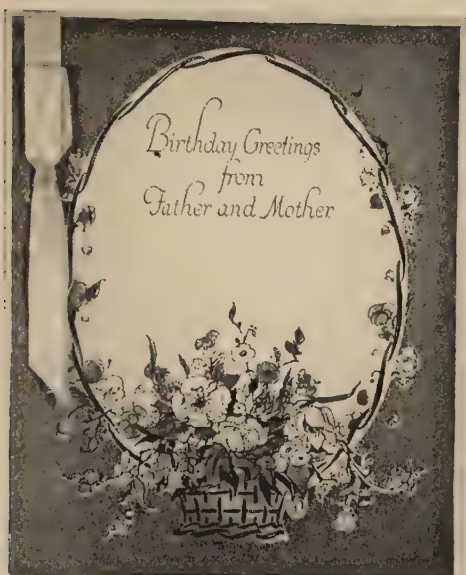
There are a few other processes that have been or are sometimes

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used at the present time, but they are not utilized to any great extent. The gelatine process is often used on cards that many people purchase to hand tint, and a few cards are reproduced from "blocks" cut by hand on linoleum. These of course give more or less a poster effect and are quite satisfactory where little detail is required. One block must be cut for each color of ink used and the impressions are made on an ordinary printing press.

You will see by these various descriptions that cards are not on the whole easily made, and when one considers the number of times each card must be handled, it is remarkable that they look so daintily fresh when we see them in their boxes at the shops.





FOLDER COVER AND TWO ZINC PLATES FROM WHICH BLACK (LEFT)
AND GOLD (RIGHT) WERE PRINTED

Further description on page 236

The Retail Dealer and His Problems



PUBLISHERS might make the most beautiful cards and keep them forever if it were not for the retail dealer. Thanks be to him! Through those long thin years when cards, especially everyday selling cards, were almost unknown he did his best to interest his trade in them. The public were forgetful of birthday and anniversary dates, and ignorant of many of the new occasion cards as they appeared. It was only through the dealer's persistent efforts that cards were introduced. He gave freely of valuable window space and, alas, ruined many cards in an endeavor to display them about his store. Where now a card will sell quickly, if on display, in those days weeks and months might elapse before the sale of a particular card shown, and then he had to furnish a fresh one.

Necessarily cards were kept in sample books. No dealer could afford to put them out in boxes and racks, for sales were few and far between. He depended on his windows and his glass showcases for display, and weeks went by without a card appearing in the windows at all, for he had other and better selling merchandise to unload. Why bother with cards that were only a necessary evil?

At Christmas it was different; sales were good, especially during the last week or two. He cleared off space, even as he does now, and placed cards in their boxes along the counters, or, alas, dumped them into trays to become a shambles when the public came in to paw them over, in a mad endeavor to find the best and cleanest. All the fives were in one tray, all the tens in another and so on. The carnage was terrible when a dealer took to such methods with the dainty works of art. Ribbons became as thread, and inserts took on folds and tears and sometimes disappeared altogether; fragile cards, made for dainty handling, lost corners or were badly bent; soiled hands and crocking

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gloves left defacing marks on delicate surfaces; the mass was mixed and whirled as by a tornado, not once but continuously, until night brought quiet once more, but not peace, for the clerks had to straighten up the debris as best they could and be ready for the morrow.

Such selling has almost disappeared in the greeting card shops and departments, for the custom of sending cards for all occasions during the year has increased, as we know, and with this gain in business the dealer has evolved methods of display and merchandising to meet his requirements. Now, when Christmas comes, he is ready for the usual increase in his sales.

If any one class of people has learned the power of sentiment and brotherly love, it has been the dealer in greeting cards, for he has been close to the beating pulse of the countless people who come and go through his doorway to gather and scatter sunshine and happiness. He has seen this power grow as the years have passed and he of all men knows that our civilization is not going backward, but rather bringing to perfection the finer traits of human nature. He is the one who has brought card sentiments up to a very high standard by his discrimination in the choice of cards and his recommendations to the publishers on the kind of thing demanded by those who come to his store.

Let us see what he has personally done to imbue in the minds of his fellow citizens the fact that new innovations in cards have appeared. The average dealer is alert to all sorts of business-getting methods and early he turned his attention to publicity through the newspapers. By the use of illustrations, which he has had made himself or has secured through the publishers, he calls attention to the actual dates of special occasions as they approach, so that the people should be reminded that Mother's Day or Friendship Day was to come. In the same way he reminds them of Valentine's Day and Halloween, lest they let the occasion slip by unheeded. That they may not put off the early ordering of their personal Christmas cards he reminds them, again through the newspapers, of the advantages of early selection and the certainty of securing better workmanship in engraving and imprinting, if it is done well in advance of the season. He sends out letters and announcements, too, bearing on this subject and endeavors to interest editorial writers on the newspapers to talk about it and about the difficulties of delivering Christmas mail at the last moment. Many a publication has carried human interest stories of huge stacks

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of cards mailed too late to be delivered by Christmas and how disappointed people wait in vain for the greeting they know ought to be in hand by Christmas Day. You have seen, too, the stories of the first Christmas card, the early valentines, the origin of Saint Patrick's Day, who founded Mother's and Father's Day and why the spooks travel about on Halloween.

He, this bright up-to-the-minute dealer, has pink or white slips placed around the store on which are spaces for names and addresses secured by the clerks, and thus a mailing list is built with the help of the bookkeeping department. Preceding the special days, folders, either specially printed or furnished by the publishers, are mailed out as reminders of the approaching day and suggesting the illustrated cards. Others send out each month a little "house organ" telling store news, interesting facts of various kinds, a timely joke or two and notices concerning cards and other merchandise. These are sometimes in the form of government postal cards, with brief, terse paragraphs that are sure to be read.

If a family has had a bereavement, it is now possible to secure by 'phone a sample book of sympathy acknowledgment cards or a leaflet showing many correct styles without the necessity of going to the shop. The same privilege applies when the stork is about to visit a home. Most dealers gladly provide this service.

Imagine the good will that is built up by the dealer who goes so far as to send out to a list of men whose names he has secured, a request for information about their wives' birthdays or their wedding anniversaries, with the understanding that he, the dealer, will remind them in plenty of time to send suitable cards. Men who take advantage of this offer go home to find the wife overpowered at the expression of thoughtfulness and remembrance. Does the dealer gain by this little service? Yes, he has made two friends, and he has helped to make two more people happier through the medium of the greeting card. Of course if he goes a step further and suggests a greeting card just before Valentine's and Mother's Day, and a few other occasions, he builds a still firmer foundation for his business.

The sale of cards to men, for any occasion, is almost negligible. To the fairer sex goes the honor of sending greeting cards; but Mr. Harry Carhart, a wide-awake card dealer in Rochester, N. Y., decided that Valentine's Day in 1926 would be long remembered by the wives, at least, of that fair city. As early as the first of February small ad-

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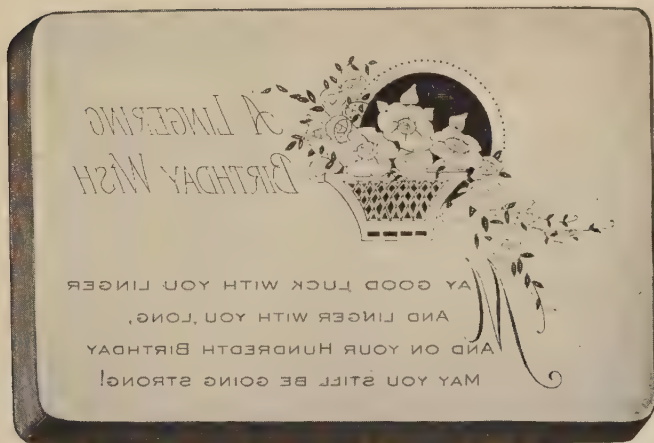
vertisements appeared in the newspapers and cards in the street cars, simply asking this pertinent question: "Is Your Wife Still Your Sweetheart?" For a week the men of the locality were asked this question and you may be sure the wives, too, read them. Then came the added line: "If so, send Her a Valentine from Carhart's." So cleverly was this publicity carried through that not only was Mr. Carhart sold out of "Wife" valentines, but the wives themselves, not wishing to be outdone, sent "Hubby" valentine greetings also.

Comments on the Valentine Day campaign were numerous and interesting. Several husbands admitted that from the day the first advertisement appeared, their respective wives began challenging them to show their love. At least two husbands are known to have clipped the advertisement and mailed it to their wives—with the valentines. Others told Mr. Carhart that he had given a new meaning to the day. They said they thought valentines were sent and received only by children, whereas the Carhart campaign gave it a new and important angle.

Once in a while a dealer who sells and delivers the Sunday newspapers inserts a circular illustrating cards of a timely nature and thus helps to scatter a little more sunshine.

It is, however, through the medium of his windows that the dealer gains most of his friends and he has long since learned the lesson of frequent changes and of keeping at least some cards in his window at all times. You will notice in most shop windows a strip of cards down each side close to the glass, held firmly in position between strands of ribbon woven in and out around each card. Most wide-awake and thoughtful merchants keep other cards on display on suspended glass shelves just about the level of the average person's eyes, in order that sentiments may be easily read. Others have learned that it is only necessary to keep cards of a special nature, such as birthdays for members of the family, age cards, monthly birthdays, illness, and new and unusual occasion cards, in the windows. Although people have learned to buy the regular birthday and wedding anniversary cards, they need to see frequently a display of cards that they did not know existed.

How useless it is in some ill-arranged windows to try to read the sentiments, which after all are what we are fussy about. The cards are piled around the back, up near the top or down near the ground, if the window is a low one; and most of them are so far away that we



A FINISHED BIRTHDAY CARD AND THE STEEL DIE FROM
WHICH IT WAS STAMPED IN BLACK INK,
THE COLORS ADDED BY HAND

See page 236

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nearsighted persons can hardly see the designs, to say nothing of reading the verses. Then others lay the cards down flat instead of slightly slanting them on little cardboard folding easels, or tucking into metal clips so that they may be more easily read. Some dealers go a step further and place small titles in front of the various cards, thus calling attention to them. One dealer I remember had a little group of birthday cards in front of which was a small sign reading "Who has a Birthday?" In front of another group I read, "For the New Baby," and so on.

People like to look in a window, because they can do so without feeling that it is necessary to buy unless they want to; therefore one dealer placed a dark-colored card in his window, in the center of which was a sign reading "Greeting Cards for all Occasions." Pasted all around this message were little printed slips reading: "For those who are Sick," "Birthday Gift Cards," "Fifth Wedding Anniversary Cards," "For the New Mother," and a dozen or so more, all of which were educational.

Sometimes it is a pleasure to see the thought and care with which some woman has fixed a window. Little paper doilies are scattered around on black velvet; a greeting card stands on each and perhaps an artificial violet, pansy or other flower is placed close by. One of the cards may have been enlarged by the simple method of squaring off the greeting card with lines horizontally and vertically, an eighth of an inch apart, and on a large cardboard, perhaps twenty-two by twenty-eight inches, similar lines are ruled off, an inch apart; the small design is easily enlarged by extending the lines in the corresponding larger squares and tinting the new surface. The result is that we have a fine poster to help sell more of the greeting cards. Whole backgrounds for windows are frequently made this way, even as large as four or five by six or eight feet, and handsome effects are obtained at comparatively little cost.

You may think that because people are busy signs are not read; but wise indeed is the dealer who uses signs intelligently. Local topics are always of interest, as demonstrated by a certain up-to-date woman in Oklahoma City who once placed photographs of two beautiful and well-known grandmothers among a window-full of Mother's Day cards, with a small placard calling attention to special grandmother cards for the occasion. Her entire stock melted away, and much of her success was due to the human interest of those two photographs.

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It is a well-known fact that suggestion lights the fire of desire. That is why card shops use signs in their windows giving the dates of local celebrities whose birthdays fall during the current month. More birthday cards are sold when this idea is used, especially if there is a sign underneath reading "Whose Birthday Today?" People are thankful when their card dealer features each special occasion, such as Friendship Day or Halloween, with a sign telling the exact day and date. Extra effort should be made to use unique ideas and stunts in the dressing of holiday and special-day windows, for everybody is attracted to handsome and out of the ordinary displays.

In the smaller cities and towns a great number of people walk along the main streets in the evening and shopkeepers usually illuminate their windows until nine or ten o'clock. In some cases an orange-colored lamp in the window has been one of the greatest interests producers ever tried. A curious experiment was reported some time ago in the retail district of Kingston, N. Y., where only 35 per cent of the people traveled the east side of the street after dark and only 7.2 per cent of these stopped to look in store windows. After verifying these figures the illuminating company sent representatives to four retailers on that side of the street, asking permission to install proper illumination. The merchants were asked particularly not to vary their displays, but to use the same type they had been using before the new lights were installed. During the two succeeding weeks a checking showed that 60 per cent of the people used the east side of the street and 62 per cent of these stopped to examine the goods on display. In other words, the habits of a city were changed overnight by the use of proper window lighting.

Scientific window lighting is as important to a store as a good stock of greeting cards or other merchandise. Let us step inside and see what some of the shopkeepers have done to help people to select cards more easily and quickly. Here is Johnson's Bookstore of Springfield, Massachusetts. Let us enter and pass to the rear. (Many shops have their cards away from the drafts and dust of the front door, for the card section must be a place for easy lingering.) After much experimenting, the Greeting Card Department of Johnson's Bookstore is so arranged that the customer may choose the cards from convenient and attractive samples. A method of keeping the stock and reordering sold-out cards allows for quick handling.

The successfully worked out system may be described as follows:

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Each card is sampled on a separate piece of thin mount board. These samples are divided in box trays under the general headings, Birthday, Relatives' Birthday, Children's Birthday, Anniversary, Engagement and Wedding, Gift, Birth Congratulations, Convalescent, Friendship, Sympathy and Thank You, Engagement Announcements and Party Invitations, Sympathy Acknowledgments, Birth Announcements. The samples in each box are further indexed by vertical tab guides. For instance under Relatives' Birthday Cards, we have the headings, Grandfather, Grandmother, Husband, Wife, Grandson, Granddaughter, Mother, Father, Daughter, Son, Sister and Brother. On the back of each sample card is a stock record of the date of ordering and the number ordered. When the stock of any card is getting low the sales girl puts the sample on the buyer's desk. If in the opinion of the buyer the record of reorders hasn't been good enough to warrant another reorder, he marks the record "discontinued" and when the stock is entirely exhausted the sample is thrown away.

The trays of samples are placed on a low, especially built counter and chairs are so placed in front of the counter that the customers may sit down and select cards at their ease. Against the wall is a built-in filing cabinet with ninety drawers for the stock of cards. Each drawer is divided by twenty-five numbered guides. By referring to the sample marked with the drawer number and guide number the cards can be quickly found by the sales girl and the customer gets only clean, unhandled cards.

That is only one method, and I know you will be interested in following me across the country to H. W. Brown & Company's up-to-the-minute store where you may purchase cards in an altogether different manner.

Mr. Brown's Card Department is situated in the basement, which is easily reached by a short flight of stairs. Around the entire room are beaverboard walls built on a very slight slant. The color scheme is green, of a shade pleasing to the eye, and the samples of cards are pinned to the wallboard with thumb tacks.

The spaces between the cards are filled with classified signs, such as "Birthday Cards," subdivided into Children, Family, General. Then come "General Friendship Cards," and so on through the Every Day selling groups. When Christmas time comes, most of these cards are relegated to smaller space and the Christmas cards are placed on the walls, plainly numbered with a large number, and a sign on each group

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reading "Formal Greetings," "Humorous," "Man to Man," "Religious," "Family," "General Purposes," "Children," etc. The larger and more expensive cards stand a little above the rest. In the lower left-hand corner of each card is the stock number in red. In the lower right-hand corner, the price.

Each customer is given a little green pad with pencil attached, as shown on page 254. Each slip is numbered, and has a duplicate stub at the bottom. For the benefit of customers who are not familiar with the system these blanks are marked, "Write down the red stock number which is on the left." At the right is the column for the price, and an extension for the total is at the bottom.

With this little order blank in hand it is easy to go about the room selecting such cards as are desirable. When the customer has made a complete selection, the slip is torn from the pad, the customer retaining the numbered stub. The clerk simply has to slip behind the apparent walls of the room and there are the stock bins or coops all numbered, beginning with 1 and running to 4000, adjustable to the size of cards. From 3000 to 4000 designate Every Day cards. Other numbers in groups indicate the various seasons. The stock is so arranged that the clerk may easily pick out three or four orders at the same time. When the order is completed the customer pays the cashier and receives the purchase.

You will notice from the illustrations that the cards arranged on these wall displays are as nearly on an eye level as is possible and that each group is plainly marked by a good-sized sign at the top of each section. This makes it very easy for the customer to find the cards desired and, by ordering in this way, clean cards are always forthcoming.

Since this novel display was inaugurated, tremendous increases of sales have resulted. It is doubtful if any store does a larger card business in a similar space.

Fred H. Kirstein of Columbus, Pennsylvania, shows his cards in an altogether different manner. You ask him for a wedding card and a thin wooden drawer is taken from a cabinet behind the counter; several styles at various prices are attached to their respective envelopes with a small price and number tab held in place with a metal clip. Selecting the card you desire, the clerk notes the number and chooses a fresh card and envelope from a fiber stock box nearby. Many dealers prefer this method because not only the stock but the

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samples are kept away from dust and dirt and if all the stock is sold, the sample is generally clean enough for use.

Such stores are often equipped with one or two small writing desks where cards may be addressed, and nowadays stamps and even special delivery stamps may be bought as a matter of convenience. As you write the address, a bargain table may be nearby (as in one store I know of), and to make sure of no misunderstandings a sign reads: "There is something the matter with every card on this table." Sure enough, each card is marked with the regular price and the bargain price and its particular defect.

Very small tables are sometimes used for display, and several racks are now available that fit nicely on the top of such tables or can be suspended from a wall. These are made to hold one each of perhaps fifteen or twenty greeting cards of various prices and styles.

But let us get back to our journey through the stores. As car fares are low, we will jump to Kendrick-Bellamy's in Denver, Colorado, and see how easily they can serve us.

For years this concern has seen the importance of the greeting card business and their display now occupies a large portion of a room measuring twenty by forty feet on the main floor of the store near the entrance. Realizing the ease with which customers can select cards from open card racks and practically wait on themselves—something that most card buyers like to do—they show between four and five hundred varieties of cards in cases the shelves of which allow each sentiment to be read at almost the level of the eye.

The cards are classified under such headings as General Birthdays, Funny Birthdays, Age and Family Birthdays, Wedding and Anniversary Cards, Sympathy Cards and Acknowledgments, Birth Congratulations, Cards for those who are ill, and last but not least Friendship cards.

Below these open displays are drawers filled with cards that do not sell so rapidly, but are needed to round out the stock, such as Gold and Silver Wedding Anniversaries, Going Away cards, Gift and Shower cards, Hospitality and many other styles. Upon request these are shown by the two or more attendants, who are able to take care of everyone's wants.

During the holiday season and at Valentine's, Easter, Mother's Day, Halloween and other occasions when large space is necessary, a large room in the basement directly at the foot of the stairs is thrown open

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and twenty-five or thirty salespeople are at hand to attend to the rush of card customers.

Mr. Kendrick is a great believer in eye-catching motifs in his window displays and recently experimented with enlarged copies of popular greeting cards as the central attraction. By having the card thrown up large, either by photography or by redrawing, as explained elsewhere, and colored to match the original, he secures at little expense a large poster which attracts the passersby; and the smaller cards, of which there are several in conspicuous places, clinch many an extra sale.

Stores like this render many services to those who give them the opportunity. For instance, we can purchase here for twenty-five cents a copy of the "Etiquette of Greeting Cards," which tells all about the occasions when cards should be used and has blank spaces for names and addresses. Anne Rittenhouse is the sponsor of this charming little book on the use of cards. It is really a social secretary. If you do not live in Denver your dealer probably has them, but if not you can secure a copy at the Greeting Card Association, 354 Fourth Avenue, New York. By the way, this association of sunshine scatterers has a smaller booklet, costing only ten cents, called "Forget-me-nots," which is a reminder of birthdays and other dates and has spaces for names and addresses.

If we should run up to Wendell-Holmes' store in London, Canada, or go to Kansas City where Z. T. Briggs has a fine greeting department, or into the new store of the Rogers Stationery Company in Los Angeles, we should find many of their more quickly selling cards out on long, slightly slanting counters, in the original boxes. These counters are at a convenient height for easy reading. I wouldn't suggest that you go in between eleven and two-thirty, as that is the busiest time, for to look adequately over the hundreds of handsome and interesting cards of today demands leisure. These dealers no doubt date every box as it goes on the counter, for they desire to have on view only those which sell rapidly. If you miss cards for some specific occasion, they can doubtless supply you from sample books or cabinets.

Pleasant clerks are there to assist and serve, but usually they do not recommend unless requested. If you ask for a card you do not see, a note is made in a "Want Book" and perhaps next time it will be obtainable, as most dealers are anxious to carry a full supply. Occa-

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sionally calls come for cards not yet published; in that case the dealer passes the information on to the publisher for his consideration.

The spirit of the average dealer is embodied in a sign, which no doubt you will find in these very shops. It reads: "It's not altogether the things ye buy, nor the amount ye spend, it's the word of cheer and thy presence here that pays best in the end." Thoughts of this kind posted about stores prove that these merchants are radiating the sentiments embodied in their greeting cards.

Sometimes we find the cards in groups according to their subject; that is, all general birthdays are together, all illness, all baby cards, etc., but mixed up as far as price goes. Years of experience have taught the storekeeper that price is not the main consideration, but rather the sentiment. When that is found satisfactory, it seldom matters whether the card is ten cents or twenty-five cents. Like a cafeteria, we pick what pleases us, together with envelopes and, when our selection is complete, each is placed in an envelope by the young lady, unless she calls our attention to a prettily decorated box made to hold fifteen or twenty cards. With such a box we can keep a complete stock of cards at home. Many times we need a card in a hurry and may not have the time to go a-shopping for it. The assorted box then comes in very handy. Another suggestion that is often appreciated may be made when we are purchasing Mother or Father Day cards. We select a single card for mother or father, but fail to notice that there are also cards for "The Mother of My Pal," "To Grandmother on Mother's Day," "To Mother on Father's Day," and so on, unless the wide-awake clerk shows them to us. New cards just received are always interesting to the shopper, and it's a pleasure to be shown the latest.

As display cases have been largely instrumental in causing a greater sale of greeting cards, it may be well to mention that, besides those designed and constructed by individual dealers to meet their particular needs, there are several concerns who furnish card shops with them. The Display Devices Company of Hamilton, Ohio, have built metal cases for several years and they are doing yeoman service in hundreds of stores. They are of the pyramid style, each tier a card height above the one in front, allowing the cards in the rear an equal chance with those in front.

A. Reines of Ashbury Park, New Jersey, makes a type similar to the Hamilton device, but each section or shelf has a polished plate-glass panel directly in front of the cards, allowing the sentiment to be read

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but keeping the cards in order and free from dirt and dust. This case, by a sliding easel back, can be used at practically any angle.

The National Rack Company of Roxbury, Massachusetts, makers of post-card racks for years, are now making wall and counter racks of various designs and sizes suitable for holding either a single card and its envelope or several.

A new innovation for keeping cards displayed and clean was recently placed on the market by Spaulding-Moss Company of Boston, who themselves used it for several years in their own card department. Boxes of several sizes hold the stock, and on top of each is a transparent celluloid holder for the sample.

When Christmas time comes, every available foot of space is devoted to counters laden with boxes of cards and, as a matter of convenience and suggestion, "New Year" and "Thank You for Gift" cards are mixed up with the Christmas designs. The same device applies to Father's Day, which follows so closely that of Mother's Day. Father and Dad cards may usually be found on display at the same time. Speaking of Mother's Day, the Lincoln Art and Novelty Shop of New York urges customers to make their selections early while the variety is large and to sit down and address them. They are then mailed just before Mother's Day, in plenty of time to reach their destination on the Saturday before, unless it is desirable to have them arrive on Sunday, in which case a special delivery stamp is added. There is no charge for this service other than the cost of the stamps.

Another shop we ought to visit is that of Harvey & Lewis, Bridgeport, Connecticut, if we haven't time to stop off at hundreds of other towns and see stores with similar displays. Mr. Hoskins has, in this excellent store, embodied a card service which is working out admirably for the convenience of card buyers. Specially built display racks, with cards so arranged that they are on a level with the eye, occupy the central space with proper lighting from overhead. Signs running along the top tell what may be found below, assisting the shopper in making selections quickly and easily. No cards are on display that are so limited in sale that they will not sell out within sixty days, hence customers are always sure of finding only the best in these cases. For cards that do not sell out so rapidly, sample books are available at tables, the stock of which is numbered, handy and accessible. Other display racks run along a part of the wall space and hold quantities of everyday selling cards on a level with the eye. Above



BASEMENT CARD DEPARTMENT, H. W. BROWN & CO.,
MILWAUKEE, WIS.



AT THE RIGHT MAY BE SEEN THE STOCK SECTION OF
H. W. BROWN & CO'S CARD DEPARTMENT

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this open display is a slanting surface covered with samples only, each properly numbered, of designs of a special nature, not so often called for, but still needed to round out the complete assortments. Even above this board is a shelf filled with framed mottoes, the whole case being lighted by concealed electric bulbs.

Clerks who know the cards they sell are in close attendance and yet do not intrude unless needed. These people realize that the average buyer wants service, prompt attention to his or her needs, courtesy, good cards, intelligent suggestions and prompt delivery.

In such stores as this—and there are many of them—we find sales people of fine appearance and anxious to make a good impression, not talking among themselves, but rather alert to give quick, intelligent service or information at any time. In no other lines of merchandise do we find more refined and solicitous sales people than in the card shops, and to them goes much of the credit for the rapid growth of this fascinating business.

An interesting sidelight comes to mind, showing how dealers in some towns have spread the gospel of more cards. The Wheeling Kiwanis Club has a Friendship Committee. This committee recently handed each member a Questionnaire, and among the questions was, "When is your Birthday?" Now when any member has a birthday, this committee phones ten members requesting each of them to send a birthday card. The same program is followed when any member is on the sick list, when shut-in cards are sent.

On the other hand, dealers in many localities have been hard hit by church societies and other organizations selling inferior cards at Christmas time. If they were loyal to their town, they would purchase their cards from the dealer who, keeping open the year round, giving service and the best of quality merchandise, depends on the extra business during the holidays to help pay for the slow months of the rest of the year.

The methods by which dealers keep a record of their Christmas card purchases are interesting. Although, from the outsider's viewpoint it seems easy enough for the dealer to buy all the cards he needs, he has to proceed almost in a scientific manner, if he would have sufficient for his customers and have them correctly divided as to price and subject; otherwise he might arrive at the rush season to discover that he had neglected to order the family group, or some special series, or that he had bought twice as many of another kind as he could sell.

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[illegible]

Records concerning each card are kept on blanks like above

ON ORDER Manufacturer

Season _____

Class _____

Our No. _____ Mfr. No. _____

Date Ordered _____

Req. No. _____

Quantity _____

This slip is attached to each stock box, where cards are "on order"

Write down your order on this slip and give it to a sales girl to be filled

WRITE DOWN THE RED NUMBER

**IF YOU PURCHASE A DOZEN OF THE SAME
NUMBER YOU ONLY PAY FOR
ELEVEN OF THEM**

12536 ELEVEN OF THEM ONE CARD IS FREE

Quantity	RED STOCK NUMBER	Price Each	Do NOT write in this column
			DO NOT WRITE IN THIS COLUMN
TOTAL			

TEAR OFF THIS STUB
HOLD IT UNTIL YOUR
ORDER NUMBER
12536 IS CALLED

The customer fills out a slip like this and clerk then fills the order

REDUCED REPRODUCTIONS OF H. W. BROWN & Co's BLANKS

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So we see him shortly after the Christmas season counting and assorting his stock of left-overs, listing them on prepared blanks or index cards according to price, subject and publisher. His record shows how many five-cent, ten-cent, fifteen-cent, etc., cards he bought of a general nature from each publisher; his left-overs are listed in the same column, so that he sees at a glance just how many he sold. These figures are an indication as to whether he should buy more or less from that same publisher for the next Christmas and, when he formulates his budget of orders, he fills in, in the space allotted, the quantities he will need. Therefore when the representative calls with the new line of samples, he has this tally sheet before him and, if the line looks as good as in his opinion it should look, he orders the quantities already noted on his record sheets. This procedure is followed as each salesman shows his respective line and wise is the dealer who adheres strictly to his estimate of requirements.

None of the high-grade cards are purchasable through agents and organization-selling because of the unevenness of such methods of distribution. The store that keeps open the year round, through thick and thin, is dependable and worthy of every consideration and you are buying greeting cards from him that you know are of the first quality and will be recognized by those to whom you send them. No person is much impressed with the cheap and tawdry designs obtainable through fly-by-night channels. If we would scatter the brightest sunshine we shall do honor to the recipients of our greeting cards by sending them the best quality, even though the price be small.



